

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 23, 1979

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY	28.7	21,900
2	60 MINUTES	28.5	21,750
3	CIRCUS OF THE STARS(S)	27.2	20,750
4	DALLAS	26.0	19,840
5	M*A*S*H	25.8	19,690
6	ONE DAY AT A TIME	25.1	19,150
7	TAXI	24.6	18,770
8	NFL MONDAY NIGHT FOOTBALL	24.5	18,690
9	DUKES OF HAZZARD	23.8	18,160
10	NFL PLAYOFF GAME-NBC(S)	23.7	18,080
11	ALICE#	23.6	18,010
12	ARCHIE BUNKER'S PLACE	23.5	17,930
13	HOUSE CALLS#	23.2	17,700
14	ANGIE	23.0	17,550
15	HAPPY DAYS	22.7	17,320
16	WKRP IN CINCINNATI#	22.7	17,320
17	JEFFERSONS#	22.6	17,240

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY	19.8	40,850
2	60 MINUTES	19.5	40,280
3	CIRCUS OF THE STARS(S)	19.2	39,720
4	DUKES OF HAZZARD	18.3	37,850
5	DALLAS	17.7	36,600
6	ALICE#	17.6	36,360
7	ONE DAY AT A TIME	17.6	36,320
8	ABC SUNDAY NIGHT MOVIE	17.2	35,490
9	JEFFERSONS#	17.0	35,150
10	M*A*S*H	16.9	35,040
11	TAXI	16.6	34,310
12	HAPPY DAYS	16.4	33,970
13	ARCHIE BUNKER'S PLACE	16.4	33,910
13	MORK & MINDY	16.4	33,910
15	NFL PLAYOFF GAME-NBC(S)	16.1	33,240
16	ANGIE	15.8	32,650
17	ORPHAN TRAIN(S)	15.6	32,330
18	WKRP IN CINCINNATI#	15.4	31,800

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	22.5	18,000
2	ALICE#	22.0	17,660
3	CIRCUS OF THE STARS(S)	22.0	17,620
4	JEFFERSONS#	21.8	17,440
5	60 MINUTES	21.5	17,200
6	THREE'S COMPANY	21.1	16,890
7	ONE DAY AT A TIME	19.7	15,750
8	TAXI	19.4	15,520
9	TRAPPER JOHN, M.D.#	19.3	15,430
10	ARCHIE BUNKER'S PLACE	19.0	15,210
11	DONNY & MARIE XMAS SPEC(S)	18.9	15,130
12	M*A*S*H	18.6	14,920
13	PERRY COMO'S XMAS SPEC(S)	18.5	14,840
14	LITTLE HOUSE - PRAIRIE	18.4	14,760
15	ORPHAN TRAIN(S)	18.4	14,710
16	BOB HOPE CHRISTMAS SHOW(S)	17.9	14,330
17	FAMILY MAN(S)	17.8	14,290
18	WKRP IN CINCINNATI#	17.7	14,150
19	EIGHT IS ENOUGH	17.6	14,070
20	HOUSE CALLS#	17.5	14,050
21	BARNABY JONES#	17.5	14,020

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL PLAYOFF GAME-NBC(S)	25.9	18,670
2	60 MINUTES	25.6	18,430
3	NFL MONDAY NIGHT FOOTBALL	24.3	17,510
4	CBS NFL PLAYOFF GAME-SUN(S)	23.1	16,640
5	CIRCUS OF THE STARS(S)	20.8	14,960
6	CBS NFL FOOTBALL GAME 2#	19.2	13,820
7	ARCHIE BUNKER'S PLACE	18.5	13,330
8	ABC SUNDAY NIGHT MOVIE	18.4	13,300
9	THREE'S COMPANY	18.1	13,060
10	CBS NFL PLAYOFF POST-SUN(S)	18.1	13,020
11	ONE DAY AT A TIME	17.7	12,790
12	CBS NFL FOOTBALL GAME 1#	17.6	12,690
13	DUKES OF HAZZARD	16.9	12,150
14	M*A*S*H	16.4	11,840
14	TAXI	16.4	11,840
16	NFL FOOTBALL GAME 1-NBC#	16.3	11,760
17	DALLAS	16.2	11,670
18	ALICE#	15.9	11,470
18	JEFFERSONS#	15.9	11,470

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 23, 1979

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	22.5	11,220
2	THREE'S COMPANY	20.7	10,320
3	WKRP IN CINCINNATI#	20.0	9,990
4	M*A*S*H	19.9	9,920
5	ABC SUNDAY NIGHT MOVIE	19.7	9,850
5	TAXI	19.7	9,850
7	JEFFERSONS#	19.1	9,550
8	CIRCUS OF THE STARS(S)	19.0	9,480
9	ALICE#	18.2	9,060
10	ORPHAN TRAIN(S)	18.1	9,030
11	SOAP#	18.1	9,010
12	HOUSE CALLS#	18.0	8,960
13	TRAPPER JOHN, M.D.#	17.9	8,920
14	BENSON	17.0	8,490
15	LOU GRANT	17.0	8,470
16	EIGHT IS ENOUGH	16.4	8,200
17	FAMILY MAN(S)	16.3	8,150
18	MORK & MINDY	16.3	8,130

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	34.3	8,350
2	PERRY COMO'S XMAS SPEC(S)	32.0	7,780
3	ARCHIE BUNKER'S PLACE	31.7	7,720
4	ALICE#	31.0	7,530
5	LITTLE HOUSE-PRAIRIE	29.1	7,080
6	ONE DAY AT A TIME	28.5	6,920
7	JEFFERSONS#	28.3	6,880
8	WALTONS	27.9	6,790
9	CIRCUS OF THE STARS(S)	27.8	6,770
10	DONNY & MARIE XMAS SPEC(S)	27.3	6,630
11	BOB HOPE CHRISTMAS SHOW(S)	27.0	6,560
12	BARNABY JONES#	25.2	6,140
13	DEAN MARTIN'S XMAS-CALIF.(S)	24.9	6,060
14	DALLAS	23.4	5,700
15	TRAPPER JOHN, M.D.#	22.9	5,570
16	THREE'S COMPANY	22.1	5,380
17	COUNTRY CHRISTMAS(S)	22.1	5,370
18	REAL PEOPLE	22.0	5,360
19	XMAS-GRAND OLE OPRY HOUSE(S)	21.2	5,160
20	LOVE BOAT	20.4	4,970
21	FAMILY MAN(S)	20.2	4,910
22	EIGHT IS ENOUGH	20.1	4,890
23	CBS EVENING NEWS-CRONKITE	19.6	4,770

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL PLAYOFF GAME-NBC(S)	26.8	12,710
2	NFL MONDAY NIGHT FOOTBALL	24.4	11,570
3	ABC SUNDAY NIGHT MOVIE	22.3	10,590
4	CBS NFL PLAYOFF GAME-SUN(S)	21.4	10,180
5	60 MINUTES	20.5	9,750
6	MORK & MINDY	19.0	9,040
7	CBS NFL FOOTBALL GAME 2#	18.9	8,960
8	CBS NFL FOOTBALL GAME 1#	18.6	8,840
9	CBS NFL PLAYOFF POST-SUN(S)	16.9	8,010
10	CIRCUS OF THE STARS(S)	16.6	7,900
11	THREE'S COMPANY	16.3	7,740
12	M*A*S*H	16.3	7,730
13	TAXI	16.2	7,680
14	RUDOLPH'S SHINY NEW YEAR(S)	15.8	7,480
15	DUKES OF HAZZARD	15.7	7,460
16	DALLAS	15.1	7,180
17	NFL FOOTBALL GAME 1-NBC#	15.1	7,170
18	SOAP#	15.0	7,110
19	HOUSE CALLS#	15.0	7,100
20	NBC TUE. NIGHT MOVIE#	14.7	6,970

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	36.5	6,980
2	ARCHIE BUNKER'S PLACE	30.9	5,910
3	ALICE#	28.5	5,440
4	ONE DAY AT A TIME	27.8	5,320
5	CIRCUS OF THE STARS(S)	27.5	5,260
6	JEFFERSONS#	27.0	5,160
7	TRAPPER JOHN, M.D.#	26.2	5,000
8	NFL MONDAY NIGHT FOOTBALL	25.7	4,920
9	CBS NFL PLAYOFF GAME-SUN(S)	25.5	4,870
9	NFL PLAYOFF GAME-NBC(S)	25.5	4,870
11	LITTLE HOUSE-PRAIRIE	24.6	4,710
12	PERRY COMO'S XMAS SPEC(S)	21.9	4,190
13	THREE'S COMPANY	21.7	4,150
14	BARNABY JONES#	21.5	4,110
15	WALTONS	20.8	3,980
16	COUNTRY CHRISTMAS(S)	20.5	3,920
17	CBS NFL PLAYOFF POST-SUN(S)	20.1	3,850
18	DONNY & MARIE XMAS SPEC(S)	19.6	3,740
18	REAL PEOPLE	19.6	3,740
20	NFL FOOTBALL GAME 1-NBC#	19.5	3,730
21	FAMILY MAN(S)	19.5	3,720
22	CBS NFL FOOTBALL GAME 2#	18.9	3,620
23	SHERIFF LOBO#	18.9	3,610

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+											
*EVENING																																				
ABC FRIDAY NIGHT MOVIE																																				
2	FRI.	8.30P	137	ABC	FF	9	190	A	12.3	21	938	1892	836	249A	925	346	570	496	129A	293	579	144A	323	329	83A	201A										
		8.30 - 9.00					97	B	15.1	26	1152	1935	797	329	881	382	579	492	112	234	604	248	408	366	79	147										
		9.00 - 9.30						A	11.9	21	908	1926	758	236A	849	304	508	472	138A	292	582	154A	329	326	100A	204A										
		9.30 - 10.00						A	12.8	23	977	2028	851	242A	941	369	578	484	128A	305	617	154A	357	373	75A	187A										
		10.00 - 10.30						A	12.7	22	969	1900	869	261	965	384	589	502	129A	300	582	133A	310	328	67A	204A										
								A	12.2	21	931	1792	854	252A	939	337	590	514	118A	281	559	135A	312	315	93A	204A										
ABC NEWSBRIEF-M-F																																				
	MON.	8.58P	1	ABC	N	74	174	A	18.4	29	1404	1774	684	250	754	289	463	398	97	241	637	259	404	359	97	188										
1	TU-F	9.58P	1			94	96	B	18.4	29	1404	1823	688	275	768	308	481	419	102	223	634	257	393	352	99	188										
2	TU-TH	9.58P	1																																	
2	FRI.	8.28P	1																																	
ABC NEWSBRIEF-SAT.																																				
	SAT.	9.58P	1	ABC	N	15	184	A	18.5	32	1412	2016	752	293	861	304	510	455	123	311	621	246	377	355	90	195										
						95	94	B	19.2	33	1465	1852	748	279	840	303	476	426	119	298	578	220	346	313	91	188										
ABC NEWSBRIEF-SUN.																																				
	SUN.	8.28P	1	ABC	N	15	193	A	20.2	33	1541	2154	601	286	654	342	534	448	45A	88	700	414	593	399	54A	88										
						97	98	B	17.6	26	1343	2125	646	320	727	389	561	433	64	128	721	391	559	433	66	115										
ABC SUNDAY NIGHT MOVIE																																				
1	SUN.	8.30P	120	ABC	FF	13	195	A	21.0	34	1602	2215	713	319	796	410	616	512	53A	122	830	436	662	455	55A	112										
2	SUN.	8.30P	150			99	99	B	20.6	32	1572	2013	717	328	787	389	586	491	73	145	791	387	596	519	71	131										
		8.30 - 9.00						A	18.8	31	1434	2375	721	315	815	425	653	527	36A	105	808	421	649	518	50A	105										
		9.00 - 9.30						A	20.3	32	1549	2292	754	308	835	431	651	544	57A	126	848	445	671	557	53A	115										
		9.30 - 10.00						A	21.2	33	1618	2132	716	316	798	412	617	512	56A	124	821	433	646	544	60A	117										
		10.00 - 10.30						A	22.4	36	1709	2099	703	322	789	409	598	512	59A	122	789	422	628	529	48A	100										
		10.30 - 11.00						A	23.5	42	1793	2216	642	353	703	335	514	432	58A	138	939	485	762	607	60A	135A										
ABC WORLD NEWS TONIGHT																																				
	M-F	6.30P	30	ABC	N	60	198	A	14.1	25	1076	1649	682	227	770	218	384	365	100	303	643	197	366	324	109	235										
						99	99	B	13.0	24	992	1603	671	232	752	204	375	362	107	303	641	188	343	325	109	247										
ABC WRLD NEWS TONIGHT-SUN																																				
	SUN.	6.30P	30	ABC	N	11	147	A	8.3	15	633	1755	705	270	760	216	390	352	111A	337	702	263	399	364	77A	268										
						86	87	B	8.4	16	641	1764	747	261	834	224	423	388	122	351	660	193	335	308	92	272										
ALICE																																				
2	SUN.	9.00P	30	CBS	CS	11	191	A	23.6	39	1801	2019	835	404	981	292	504	390	246	418	636	160	281	278	168	301										
						99		B	26.1	38	1991	1842	791	289	888	258	439	400	166	383	613	173	311	291	125	254										
ANGIE																																				
	TUE.	8.30P	30	ABC	CS	14	198	A	23.0	37	1755	1860	681	274	759	297	446	392	112	257	612	240	349	327	110	205										
						98	99	B	22.3	35	1701	1847	701	291	790	336	500	412	101	232	529	231	331	273	79	163										
ARCHIE BUNKER'S PLACE																																				
1	SUN.	8.25P	30	CBS	CS	14	190	A	23.5	39	1793	1891	770	275	848	180	348	336	172	430	743	196	338	322	170	329										
2	SUN.	8.00P	30			98	99	B	23.2	35	1770	1821	766	261	861	191	353	352	167	431	695	171	319	309	144	315										
B.J. AND THE BEAR																																				
	SAT.	9.00P	60	NBC	A	12	187	A	14.7	25	1122	2121	665	154	729	271	437	346	78A	222	715	244	441	395	87A	208										
						93	94	B	17.0	29	1297	2121	676	262	753	263	456	390	108	236	723	242	443	397	114	214										
		9.00 - 9.30						A	14.7	26	1122	2106	655	156	716	270	432	346	78A	214	704	238	426	387	91A	211										
		9.30 - 10.00						A	14.8	26	1129	2111	668	150	732	268	437	342	81A	228	722	249	434	399	85A	205										
BARNABY JONES																																				
2	THU.	9.00P	60	CBS	PD	1	184	A	19.7	32	1503	1790	802	229	932	266	454	371	181	408	629	183	323	247	123A	274										
						97		B	19.7	32	1503	1790	802	229	932	266	454	371	181	408	629	183	323	247	123	274										
		9.00 - 9.30						A	18.9	31	1442	1798	811	224	935	268	455	362	190	415	638	171	309	239	137A	293										
		9.30 - 10.00						A	20.5	33	1564	1775	794	231	928	266	456	375	172	401	615	193	330	256	108A	253										
BARNEY MILLER																																				
1	THU.	9.00P	30	ABC	CS	11	189	A	19.3	31	1473	1749	703	263	771	322	504	448	105	220	644	266	403	379	118	198										
						98	98	B	21.0	34	1602	1799	705	287	781	331	509	436	104	214	611	259	390	350	94	180										
		CONT'D																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																	
WK # DAY		START TIME		DUR		NET		TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
																						TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL FEM.		TOTAL 6-11	
EVENING CONT'D																																																	
BARNEY MILLER-CONT'D																																																	
2 THU. 9.00P 60																																																	
9.00 - 9.30																																																	
9.30 - 10.00																																																	
A 19.3 30 1473																																																	
A 19.5 32 1488																																																	
1757 703 262																																																	
1720 694 260																																																	
768 324 508 445 89 214																																																	
771 317 490 451 134^229																																																	
639 267 400 370 118 197																																																	
646 261 404 393 116^198																																																	
194 95 156 124																																																	
145^ 52^ 158^ 146^																																																	
BEAR WHO SLEPT THRU XMAS(S)																																																	
1 SAT. 8.00P 30 CBS EA																																																	
167 96																																																	
A 14.1 25 1076																																																	
2425 686 192^																																																	
786 328 560 442 102^189^																																																	
626 221^ 434 361 80^192^																																																	
204^ 90^ 809 402																																																	
BENJI'S CHRISTMAS STORY(S)																																																	
2 FRI. 8.00P 30 ABC CE																																																	
198 99																																																	
A 14.7 27 1122																																																	
1807 653 204^																																																	
691 262 405 369 85^257																																																	
551 164^ 323 307 101^184^																																																	
148^ 76^ 417 229																																																	
BENSON																																																	
THU. 8.30P 30 ABC CS																																																	
13 192 200																																																	
98 99																																																	
A 20.0 32 1526																																																	
1913 751 297																																																	
842 350 557 469 99 237																																																	
600 243 384 338 108 178																																																	
234 121 237 172																																																	
B 20.6 33 1572																																																	
1919 715 288																																																	
799 313 515 443 112 227																																																	
603 236 380 345 87 177																																																	
226 121 291 207																																																	
BEST-SATURDAY NIGHT LIVE																																																	
WED. 10.00P 60 NBC GV																																																	
7 170 203																																																	
94 99																																																	
A 14.2 24 1083																																																	
1678 595 264																																																	
710 375 544 400 60^137																																																	
615 339 472 358 45^101^																																																	
208 79^ 145 120																																																	
B 15.0 25 1145																																																	
1695 613 285																																																	
715 368 541 435 68 129																																																	
635 363 503 410 51 91																																																	
240 104 105 91																																																	
A 14.8 24 1129																																																	
1672 584 252																																																	
693 367 520 375 65^147																																																	
599 318 453 346 45^107^																																																	
222 92^ 158 130																																																	
A 13.7 24 1045																																																	
1664 598 271																																																	
719 378 561 419 57^127																																																	
623 358 485 363 44^ 93^																																																	
193 67^ 129 108^																																																	
BIG EVENT																																																	
SUN. 8.00P 120 NBC FV																																																	
13 206 206																																																	
99 99																																																	
A 14.6 23 1114																																																	
2087 728 309																																																	
870 311 513 489 123 273																																																	
699 238 428 402 88^211																																																	
197 82^ 321 200																																																	
B 19.0 29 1450																																																	
2060 738 287																																																	
824 319 515 468 115 235																																																	
754 299 491 429 111 203																																																	
206 81 276 189																																																	
A 13.2 22 1007																																																	
2201 709 328																																																	
878 312 526 484 123 271																																																	
739 259 464 431 101^218																																																	
219 80^ 365 217																																																	
A 14.2 23 1083																																																	
2139 726 295																																																	
865 313 518 501 115 261																																																	
719 246 449 415 96^212																																																	
207 75^ 348 216																																																	
A 14.8 23 1129																																																	
2072 738 321																																																	
880 323 524 498 126 273																																																	
677 230 408 389 83^207																																																	
198 92^ 317 194																																																	
9.30 - 10.00																																																	
A 16.0 25 1221																																																	
1980 749 301																																																	
869 297 495 475 129 293																																																	
667 220 400 382 78^208																																																	
169 82^ 275 180																																																	
BOB HOPE CHRISTMAS SHOW(S)																																																	
1 THU. 9.00P 60 NBC CV																																																	
209 99																																																	
A 21.9 33 1671																																																	
1710 756 249																																																	
857 245 395 366 157 391																																																	
455 152 198 218 64^192																																																	
113^ 36^ 285 212																																																	
9.00 - 9.30																																																	
A 21.0 32 1602																																																	
1762 755 259																																																	
856 257 414 377 144^377																																																	
445 146^ 197 222 58^183																																																	
121^ 36^ 340 243																																																	
9.30 - 10.00																																																	
A 22.8 35 1740																																																	
1655 754 239																																																	
856 230 376 354 171 408																																																	
463 157 200 215 68^200																																																	
103^ 37^ 233 183																																																	
BUCK ROGERS-25TH CENTURY																																																	
2 THU. 8.00P 120 NBC SF																																																	
11 192																																																	
97																																																	
A 15.2 25 1160																																																	
1837 471 218																																																	
564 362 458 301 52^ 88^																																																	
637 358 525 400 46^ 77^																																																	
188^ 68^ 448 312																																																	
B 17.0 28 1297																																																	
2141 581 244																																																	
649 332 493 405 53 115																																																	
712 361 552 474 57 104																																																	
309 90 471 355																																																	
A 13.6 23 1038																																																	
1929 468 229^																																																	
571 365 428 265 58^123^																																																	
627 343 484 368 46^ 89^																																																	
178^ 64^ 553 393																																																	
A 15.0 24 1145																																																	
1881 476 246																																																	
565 373 459 306 53^ 87^																																																	
636 367 536 419 44^ 68^																																																	
167^ 66^ 513 351																																																	
A 16.2 26 1236																																																	
1794 482 214																																																	
573 356 479 320 50^ 77^																																																	
628 345 522 398 49^ 79^																																																	
197 70^ 396 272																																																	
9.30 - 10.00																																																	
A 16.0 26 1221																																																	
1744 456 185^																																																	
544 354 457 304 45^ 71^																																																	
651 379 553 409 46^ 74^																																																	
201 72^ 348 247																																																	
CALIFORNIA FEVER																																																	
1 TUE. 8.00P 60 CBS CS																																																	
9 111																																																	
77																																																	
A 8.0 13 610																																																	
2144 666 216^																																																	
740 281^ 420 300^ 152^264^																																																	
626 278^ 415 251^ 64^174^																																																	
348^215^ 430 345^																																																	
B 12.3 19 938																																																	
1977 645 276																																																	
736 275 461 365 109 236																																																	
518 192 340 286 74 141																																																	
350 188 373 280																																																	
A 7.3 12 557																																																	
2142 708 218^																																																	
784 272^ 424^308^ 174^300^																																																	
623 272^ 379^227^ 73^189^																																																	
320^223^ 415^ 327^																																																	
A 8.7 14 664																																																	
2133 629 211^																																																	
698 286^ 412 292^ 133^233^																																																	
625 284^ 446 267^ 55^162^																																																	
369 207^ 441 360^																																																	
ASPER'S FIRST CHRISTMAS(S)																																																	
2 TUE. 8.00P 30 NBC EA																																																	
205 99																																																	
A 17.4 29 1328																																																	
2284 611 213																																																	
688 338 496 397 32^147^																																																	
555 231 382 338 57^132^																																																	
162^ 78^ 879 463																																																	
CBS EVENING NEWS-CRONKITE																																																	
M-F 6.30P 30 CBS N																																																	
60 195 195																																																	
99 99																																																	
A 15.0 27 1145																																																	
1594 706 220																																																	
778 161 284 312 184 418																																																	
641 145 292 303 121 298																																																	
91 34^ 84 54																																																	
B 15.0 27 1145																																																	
1610 703 214																																																	
776 156 289 314 164 414																																																	
638 142 279 296 129 300																																																	
89 38 107 67																																																	
CBS EVENING NEWS-DEAN																																																	
2 SUN. 6.30P 30 CBS N																																																	
6 160																																																	
89																																																	
A 7.2 14 549																																																	
1789 913 342^																																																	
966 257^ 399^279^ 276^505																																																	
656 177^ 311^232^ 149^308^																																																	
94^ 49^ 73^ 23^																																																	
B 9.0 16 687																																																	
1635 708 218																																																	
775 165 332 320 174 383																																																	
661 175 339 311 119 263																																																	
90 48 109 58																																																	
CBS SAT. NEWS-SCHIEFFER																																																	
2 SAT. 6.30P 30 CBS N																																																	
11 150																																																	
84																																																	
A 11.1 23 847																																																	
1649 651 189^																																																	
776 267^ 425 402 142^315																																																	
744 142^ 335 339 150^335																																																	
57^ 19^ 72^ 70^																																																	
B 10.8 22 824																																																	
1610 717 243																																																	
794 182 354 338 140 388																																																	
615 129 266 295 124 285																																																	
84 47 117 82																																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11												
EVENING CONT'D																																									
CHARLIE BROWN'S CHRISTMAS(S)										192	A 21.4 33 1633		1872	388	178	481	208	337	284	68^105^	442	189	307	310	38^	68^	244	94^	705	374											
1 MON. 8.00P 30 CBS EA										98																															
CHARLIE'S ANGELS										13 169 200	A 19.5 30 1488		1693	597	224	697	272	420	340	76^208	601	254	362	259	110	200	174	92	221	154											
WED. 9.00P 60 ABC PD										94 99	B 23.1 36 1763		1830	705	285	798	322	496	416	113 236	604	244	364	297	104	190	207	127	221	161											
9.00 - 9.30											A 19.2 29 1465		1713	607	221	712	277	420	348	73^215	580	245	346	245	108	197	171	88	250	171											
9.30 - 10.00											A 19.7 31 1503		1679	589	226	685	269	423	335	79^202	625	265	383	274	112	203	175	98	194	139											
CHIPS										13 203	A 20.8 36 1587		1897	711	232	762	233	392	368	104^282	648	195	360	361	79^204	212	71^	275	189												
1 SAT. 8.00P 60 NBC OP										96	B 21.6 38 1648		2095	732	286	827	289	488	427	107 270	656	224	385	354	103	208	221	97	391	266											
8.00 - 8.30											A 19.1 33 1457		1865	716	220	772	226	382	373	110^293	639	196	347	326	81^220	193	62^	261	184												
8.30 - 9.00											A 22.5 39 1717		1916	707	240	751	238	399	362	100^274	657	195	371	387	79^194	225	77^	283	191												
CIRCUS OF THE STARS(S)										184	A 27.2 44 2075		1914	781	254	848	259	456	444	109^325	722	223	381	372	130	254	176	73^	168	122											
1 SUN. 9.25P 120 CBS GV										98	A 25.0 38 1908		1878	745	224	800	244	413	406	122^323	695	193	351	355	130	250	179	83^	204	152											
9.30 - 10.00											A 28.1 43 2144		1931	801	254	864	271	452	427	110^348	723	205	367	373	133	269	177	85^	167	125											
10.00 - 10.30											A 29.4 49 2243		1991	814	271	884	265	486	468	109 330	738	239	398	384	128	251	194	74^	175	127											
10.30 - 11.00											A 26.6 50 2030		1836	767	270	854	257	483	484	94^300	726	257	410	378	125	239	145	41^	111^	69^											
COUNTRY CHRISTMAS(S)										165	A 19.6 30 1495		1811	773	238	905	284	471	444	125^360	656	176	360	355	139^263	135^	57^	115^	65^												
1 WED. 9.00P 60 CBS GV										95	A 19.0 28 1450		1801	740	216	880	277	459	425	128^349	659	180	358	358	141^269	133^	62^	129^	73^												
9.00 - 9.30											A 20.3 31 1549		1802	795	255	917	288	476	456	119^364	647	171	362	350	138^254	136^	51^	102^	57^												
9.30 - 10.00																																									
CRYSTAL GAYLE SPECIAL(S)										176	A 18.7 31 1427		1745	830	299	958	356	552	537	117^300	621	208	372	349	105^201	135^	49^	31^	24^												
1 WED. 10.00P 60 CBS GV										96	A 19.7 32 1503		1721	816	268	924	329	511	513	112^311	617	198	359	357	101^204	137^	47^	43^	29^												
10.00 - 10.30											A 17.6 30 1343		1774	849	334	997	389	598	566	122^285	625	219	383	337	112^201	135^	50^	17^	17^												
10.30 - 11.00																																									
DALLAS										13 194 189	A 26.0 44 1984		1845	805	323	906	380	564	460	132 286	589	229	362	335	82 174	168	106	182	134												
FRI. 10.00P 60 CBS GD										98 99	B 24.2 41 1846		1807	827	286	911	342	539	468	137 305	569	202	349	320	90 173	134	76	193	146												
10.00 - 10.30											A 25.7 43 1961		1864	801	328	901	381	567	460	131 282	591	231	363	341	76 170	166	99	206	147												
10.30 - 11.00											A 26.3 45 2007		1819	809	318	911	380	564	455	137 293	582	224	359	330	85 172	166	110	160	121												
DALLAS (B)										193	A 26.6 45 2030		1851	850	337	1003	412	622	465	122 322	607	261	381	322	79^190	108^	62^	133	79^												
2 THU. 10.00P 60 CBS GD										99	A 26.2 44 1999		1880	850	346	1001	412	613	458	128 328	625	266	384	328	84^203	112^	64^	142	86^												
10.00 - 10.30											A 27.1 46 2068		1813	845	324	999	412	624	468	118 315	589	257	377	316	76^181	104^	60^	121	70^												
10.30 - 11.00																																									
DEAN MARTIN'S XMAS-CALIF.(S)										206	A 19.6 33 1495		1524	773	231	897	248	413	408	201 405	460	106^	173	219	77^220	96^	22^	71^	54^												
1 THU. 10.00P 60 NBC CV										99	A 20.2 33 1541		1494	761	230	898	257	413	395	196 408	436	113^	161	197	73^214	74^	18^	86^	68^												
10.00 - 10.30											A 19.0 33 1450		1550	786	234	896	238	414	420	206 402	487	98^	186	240	81^230	115^	24^	52^	41^												
10.30 - 11.00																																									
DIFFERENT STROKES										7 172 206	A 19.9 30 1518		1769	663	235	739	237	417	348	113 278	555	217	343	274	67^184	194	100	281	203												
WED. 9.00P 30 NBC CS										93 99	B 19.5 30 1488		1757	701	247	754	232	431	389	112 263	600	240	384	343	93 177	201	88	202	151												
DISNEY'S WONDERFUL WORLD										12 204 206	A 14.0 24 1068		2342	642	232	745	354	546	471	77^145	777	405	573	459	103^150	263	89^	557	327												
SUN. 7.00P 60 NBC FV										96 97	B 16.4 27 1251		2360	693	248	764	337	517	441	83 191	746	324	512	444	94 165	251	88	599	384												
7.00 - 7.30											A 13.4 23 1022		2318	635	233	746	345	540	464	72^146	788	398	572	456	116^163	247	89^	537	308												
7.30 - 8.00											A 14.6 25 1114		2353	643	228	739	362	551	475	80^144	762	412	574	454	89^136	278	90^	574	341												
DONNY & MARIE XMAS SPEC(S)										195	A 20.5 35 1564		1873	858	316	966	281	468	467	93^423	523	133^	236	259	90^240	104^	44^	280	166												
1 FRI. 8.00P 60 ABC GV										97																															
CONT'D																																									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME										NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																													
WK		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSEWOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
# DAY		TIME																				TOTAL		18-34		WOMEN 18-49 25-54		55-64 55+		TOTAL		18-34		WOMEN 18-49 25-54		55-64 55+		TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11			
EVENING CONT'D																																											
DONNY & MARIE XMAS-CONT'D																																											
8.00 - 8.30																																											
8.30 - 9.00																																											
DR. SEUSS-GRINCH-XMAS(S)																																											
2 WED. 8.00P 30 CBS EA										195																																	
										99																																	
DUKES OF HAZZARD										13 192 184																																	
FRI. 9.00P 60 CBS CS										98 97																																	
9.00 - 9.30																																											
9.30 - 10.00																																											
EIGHT IS ENOUGH										12 187 201																																	
WED. 8.00P 60 ABC CS										97 99																																	
8.00 - 8.30																																											
8.30 - 9.00																																											
EISCHIED										9 204																																	
1 FRI. 10.00P 60 NBC OP										97																																	
10.00 - 10.30																																											
10.30 - 11.00																																											
FAMILY CIRCUS CHRISTMAS(S)										205																																	
2 TUE. 8.30P 30 NBC EA										99																																	
FAMILY MAN(S)										187																																	
2 WED. 9.00P 120 CBS GD										99																																	
9.00 - 9.30																																											
9.30 - 10.00																																											
10.00 - 10.30																																											
10.30 - 11.00																																											
FANTASY ISLAND										10 191 178																																	
SAT. 10.00P 60 ABC A										97 96																																	
10.00 - 10.30																																											
10.30 - 11.00																																											
FIRST CHRISTMAS(S)										170																																	
1 SAT. 8.30P 30 CBS EA										96																																	
GIFT, THE(S)										181																																	
1 SAT. 9.00P 120 CBS GD										97																																	
9.00 - 9.30																																											
9.30 - 10.00																																											
10.00 - 10.30																																											
10.30 - 11.00																																											
HAPPY DAYS										14 202 206																																	
TUE. 8.00P 30 ABC CS										99 99																																	
HART TO HART										7 170																																	
1 TUE. 10.00P 60 ABC PD										95																																	
10.00 - 10.30																																											
10.30 - 11.00																																											

19

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME		WK	# DAY	START TIME	DUR	NET	TYPE	T/S THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
												Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)											
																	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																								
NEWSBREAK-SUN.									14	169	170		A	23.4	37	1785	1913	766	336																					
1 SUN.	9.23P	1	CBS N							93	94		B	23.6	35	1801	1867	781	298																					
2 SUN.	8.58P	1															858	245	437	388	162	360	668	190	331	310	143	266	160	88	227	156								
																	874	250	437	409	151	368	629	177	331	308	117	246	157	88	207	140								
NFL MONDAY NIGHT FOOTBALL									15	201	201		A	24.5	40	1869	1608	444	174																					
MON.	9.00P	178	ABC SE							99	99		B	19.6	33	1495	1615	436	177																					
9.00 - 9.30													A	22.5	33	1717	1666	448	167																					
9.30 - 10.00													A	26.4	40	2014	1654	448	168																					
10.00 - 10.30													A	27.0	41	2060	1655	469	186																					
10.30 - 11.00													A	25.0	39	1908	1628	461	189																					
11.00 - 11.30													A	23.4	40	1785	1509	429	171																					
11.30 - 12.00													A	22.8	48	1740	1502	397	159																					
ONE DAY AT A TIME									12	192	196		A	25.1	40	1915	1897	742	296																					
1 SUN.	8.55P	30	CBS CS							98	99		B	24.8	37	1892	1887	774	292																					
2 SUN.	8.30P	30															822	232	401	360	163	361	668	190	322	302	146	277	167	95	240	159								
																	868	244	417	389	157	379	642	183	332	313	127	257	157	85	220	152								
ORPHAN TRAIN(S)													A	19.9	36	1518	2130	900	335																					
2 SAT.	8.00P	180	CBS GD							167	94		A	17.8	33	1358	2051	893	339																					
8.00 - 8.30													A	18.8	35	1434	2077	901	327																					
8.30 - 9.00													A	19.5	35	1488	2192	883	329																					
9.00 - 9.30													A	19.9	36	1518	2175	895	334																					
9.30 - 10.00													A	21.4	39	1633	2107	886	333																					
10.00 - 10.30																	969	413	594	468	171	309	648	251	343	301	142	228	205	92	308	219								
																	974	418	564	453	175	343	613	242	295	238	152	258	171	91	293	176								
																	970	420	580	457	176	317	625	260	328	262	147	230	208	106	274	180								
																	954	413	601	455	156	292	667	270	366	316	138	224	230	114	341	236								
																	965	419	611	478	157	285	663	265	363	320	126	219	221	101	326	232								
																	952	398	588	466	175	301	649	238	341	323	145	221	197	70	309	235								
10.30 - 11.00													A	21.9	40	1671	2171	938	345																					
OUT OF THE BLUE									7	172			A	11.2	18	855	2058	704	159																					
1 SUN.	7.30P	30	ABC CS							93			B	9.9	18	755	1955	654	238																					
																	704	282	482	436	62	175	510	214	407	374	11	43	305	200	539	380								
																	735	309	485	387	84	213	592	258	411	333	54	138	245	135	383	260								
PARIS									3	169	182		A	14.5	24	1106	1510	688	199																					
TUE.	10.00P	60	CBS OP							95	97		B	13.7	24	1045	1468	696	225																					
10.00 - 10.30													A	14.3	23	1091	1527	687	199																					
10.30 - 11.00													A	14.8	26	1129	1476	684	196																					
																	770	195	379	387	119	321	640	189	322	322	116	235	55	26	45	18								
																	777	197	375	400	130	319	596	159	281	304	129	233	54	25	41	22								
																	776	205	382	379	122	327	647	178	304	325	119	244	57	28	47	19								
																	759	185	375	390	115	316	623	200	334	314	108	220	50	24	44	17								
PERRY COMO'S XMAS SPEC(S)										194			A	19.8	33	1511	1749	884	266																					
1 FRI.	9.00P	60	ABC GV							98			A	19.9	33	1518	1760	891	258																					
9.00 - 9.30													A	19.7	32	1503	1732	877	271																					
9.30 - 10.00																	983	233	399	387	156	514	563	131	234	247	103	276	60	30	143	71								
																	987	236	396	379	158	524	553	130	227	237	106	277	66	34	154	79								
																	977	230	402	393	154	506	574	130	241	251	102	279	52	25	129	64								
PINK CHRISTMAS(S)										187			A	12.8	20	977	2104	666	183																					
1 SUN.	7.00P	30	ABC EA							98							714	305	474	392	61	202	598	278	459	350	27	107	273	179	519	370								
PRIME TIME SUNDAY									11	200	198		A	10.8	18	824	1683	697	229																					
SUN.	10.00P	60	NBC DN							99	99		B	12.6	21	961	1678	730	232																					
10.00 - 10.30													A	11.2	18	855	1673	685	231																					
10.30 - 11.00													A	10.4	18	794	1674	707	226																					
																	788	217	409	411	163	286	749	234	471	459	101	221	93	56</										

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																																
REAL PEOPLE																																
WED. 8.00P 60 NBC U 14 193 206																																
8.00 - 8.30																																
8.30 - 9.00																																
ROCKFORD FILES																																
1 FRI. 9.00P 60 NBC PD 11 206 192																																
2 FRI. 9.00P 120 98 96																																
9.00 - 9.30																																
9.30 - 10.00																																
10.00 - 10.30																																
10.30 - 11.00																																
ROPER'S																																
SAT. 8.00P 30 ABC CS 13 181 166																																
93 92																																
RUDOLPH'S SHINY NEW YEAR(S)																																
2 MON. 8.00P 60 ABC EA 183 95																																
8.00 - 8.30																																
8.30 - 9.00																																
SCOOBY GOES HOLLYWOOD(S)																																
2 SUN. 7.00P 60 ABC EA 186 98																																
7.00 - 7.30																																
7.30 - 8.00																																
SHERIFF LOBO																																
1 TUE. 8.00P 60 NBC A 10 170 91																																
8.00 - 8.30																																
8.30 - 9.00																																
SHIRLEY																																
FRI. 8.00P 60 NBC GD 8 171 189																																
85 95																																
8.00 - 8.30																																
8.30 - 9.00																																
60 MINUTES																																
1 SUN. 7.25P 60 CBS DN 15 203 205																																
2 SUN. 7.00P 60 99 99																																
7.00 - 7.30																																
7.30 - 8.00																																
8.00 - 8.30																																
SKINFLINT(S)																																
2 TUE. 9.00P 120 NBC MD 206 99																																
9.00 - 9.30																																
9.30 - 10.00																																
10.00 - 10.30																																
10.30 - 11.00																																
SOAP																																
1 THU. 9.30P 30 ABC CS 10 190 98																																
20.5 33 1564																																
STINGIEST MAN IN TOWN(S)																																
201 A 13.2 24 1007																																
CONT'D																																

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																													
WK # DAY		START TIME		DUR		NET		TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
																						TOTAL		18-34		WOMEN 18-25-54		55-64		55+		TOTAL		18-34		MEN 18-25-54		55-64		55+		TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11	
EVENING CONT'D																																													
YOUNG MAVERICK 3 180																																													
1 WED. 8.00P 60 CBS A 98																																													
8.00 - 8.30																																													
8.30 - 9.00																																													
A 13.2 20 1007 1937 704 162^ 748 270 428 397 161^240 794 292 472 455 132^246 169^ 97^ 226^ 160^																																													
B 13.6 21 1038 1896 688 204 722 238 375 345 155 286 719 222 400 390 125 249 200 92 255 149^																																													
A 12.7 20 969 1959 717 183^ 766 262 421 392 190^263 772 294 446 436 130^234^ 181^ 95^ 240^ 156^																																													
A 13.6 21 1038 1918 693 140^ 731 275 436 402 137^219^ 817 291 496 474 132^259 158^ 98^ 212^ 163^																																													
*LATE FRINGE																																													
ABC SPEC REPORT:IRAN-MON(S) 181																																													
1 MON. 12.42A 15 ABC N 97																																													
A 7.1 29 542 1201 442^146^ 453 105^ 259^332^ 76^121^ 680 195^ 418^403^ 119^167^ 24^ LT 44^ 44^																																													
ABC SPEC REPORT:IRAN-TUE(S) 188																																													
1 TUE. 11.30P 17 ABC N 98																																													
A 12.9 36 984 1357 633 188^ 667 207^ 469 449 88^164^ 617 243^ 369 418 135^172^ 73^ 32^ LT LT																																													
ABC SPEC REPORT:IRAN-WED(S) 188																																													
1 WED. 11.30P 15 ABC N 98																																													
A 11.8 33 900 1430 755 128^ 792 272 487 509 106^199^ 549 191^ 285 293 114^181^ 89^ 35^ LT LT																																													
ABC SPEC REPORT:IRAN-THU(S) 183																																													
1 THU. 11.30P 18 ABC N 97																																													
A 10.4 30 794 1463 711 235^ 727 232^ 400 434 79^244^ 679 284^ 363 334 134^245^ 25^ 25^ 32^ 32^																																													
ABC SPEC REPORT:IRAN-FRI(S) 184																																													
1 FRI. 11.30P 19 ABC N 98																																													
A 11.8 30 900 1373 758 227^ 783 161^ 432 456 142^282 499 103^ 215^218^ 89^222^ 39^ 39^ 52^ 31^																																													
ABC SPEC REPORT:IRAN-MON(S) 183																																													
2 MON. 12.35A 19 ABC N 98																																													
A 6.5 29 496 1250 615 273^ 698 320^ 510 409^ 45^ 84^ 552 191^ 344^294^ 91^198^ LT LT LT LT																																													
ABC SPEC REPORT:IRAN-TUE(S) 188																																													
A 11.2 31 855 1626 793 295 832 279^ 447 452 142^244^ 611 247^ 416 397 78^180^ 164^113^ 19^ 19^																																													
2 TUE. 11.30P 20 ABC N 98																																													
ABC SPEC REPORT:IRAN-WED(S) 188																																													
2 WED. 11.30P 19 ABC N 98																																													
A 10.9 31 832 1534 701 249^ 893 298 568 430 132^262^ 552 189^ 347 247^ 121^205^ 43^ 43^ 46^ 46^																																													
ABC SPEC REPORT:IRAN-THU(S) 184																																													
2 THU. 11.30P 32 ABC N 98																																													
A 8.8 24 671 1346 725 247^ 798 296^ 513 473 148^219^ 472 219^ 330^199^ 107^142^ 64^ 57^ 12^ 12^																																													
ABC SPEC REPORT:IRAN-FRI(S) 184																																													
2 FRI. 11.30P 17 ABC N 98																																													
A 9.1 22 694 1573 776 84^ 810 278^ 531 485 143^258^ 617 334^ 496 308^ 25^107^ 126^ 81^ 20^ 20^																																													
ABC WEEKEND REPORT-SAT. 12 158 156																																													
1 SAT. 11.00P 30 ABC N 92 90																																													
2 SAT. 11.00P 15																																													
A 9.3 19 710 1465 636 295 694 214 426 356 85^225 635 259 408 367 102^208 95^ 43^ 41^ 41^																																													
B 8.2 17 626 1603 684 256 766 292 474 417 82 221 608 255 393 338 79 169 129 55 100 89																																													
ABC WEEKEND REPORT-SUN. 12 154 156																																													
SUN. 11.00P 15 ABC N 91 91																																													
A 7.7 15 588 1776 751 381 809 356 539 572 55^145^ 761 381 604 478 34^107^ 111^ 88^ 95^ 95^																																													
B 6.9 15 526 1546 640 269 707 272 456 439 57 158 703 314 470 445 89 158 90 56 46 44																																													
ALL AMER. COLLEGE COMEDY(S) 150																																													
1 FRI. 11.30P 74 CBS CV 86																																													
11.30 - 12.00																																													
12.00 - 12.30																																													
A 5.9 17 450 1500 546 255^ 679 342^ 502^488^ 64^112^ 609 254^ 435^378^ 49^109^ 143^ 44^ 69^ 69^																																													
A 7.2 19 549 1659 607 279^ 724 306^ 508 503 75^158^ 701 321^ 486 408^ 50^142^ 162^ 50^ 72^ 72^																																													
A 5.5 17 420 1388 478^248^ 619 360^ 475^446^ 61^ 80^ 555^226^ 422^373^ 39^ 79^ 128^ 35^ 86^ 86^																																													
BARETTA-WED. 11 167 167																																													
1 WED. 12.52A 44 ABC OP 94 94																																													
2 WED. 12.56A 46																																													
1.00 - 1.30																																													
A 4.2 26 320 1197 640 328^ 753 419 541 481 47^ 84^ 418 196^ 231^155^ 107^135^ 26^ LT LT LT																																													
B 3.6 26 275 1043 560 238 660 308 481 392 57 98 304 123 199 152 57 79 75 47 LT LT																																													
A 4.3 27 328 1223 680 372^ 765 433 555 496 49^ 76^ 436 204^ 243^170^ 110^138^ 22^ LT LT LT																																													
BARETTA-THU. 9 163 166																																													
1 THU. 12.55A 44 ABC OP 94 94																																													
A 3.2 22 244 1275 480^180^ 595 234^ 340^320^ 78^148^ 619 336^ 435^180^ 94^119^ 61^ LT LT LT																																													
B 3.0 20 229 1017 442 216 504 256 321 282 88 114 487 209 335 248 52 108 26 LT LT LT																																													
CONT'D																																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME										NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. Aud. %	Avg. Share %	Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M.												
LATE FRINGE CONT'D																																							
BARETTA-THU.-CONT'D																																							
2 THU. 1.09A 51																																							
1.00 - 1.30														A	3.2	21	244	1332	513	193	599	210	361	361	73	135	644	272	431	271	90	123	89	28	LT	LT			
1.30 - 2.00														A	3.0	22	229	1380	393	118	628	354	354	224	95	169	752	630	630	LT	122	122	LT	LT	LT	LT			
BARNEY MILLER-11.30 11 179 179														A	7.0	25	534	1412	754	227	797	339	555	487	78	143	526	224	353	350	86	135	85	44	LT	LT	LT	LT	
1 TUE. 11.47P 34 ABC CS 96 96														B	6.5	23	496	1290	608	249	680	295	441	431	79	140	555	224	375	345	76	131	45	20	10	LT	LT	LT	LT
2 TUE. 11.50P 34																																							
CBS NEWS SPECIAL RPT-FRI(S) 140														A	8.6	22	656	1482	726	346	811	330	520	462	175	254	458	185	289	209	113	169	86	54	127	127	127	127	
2 FRI. 11.30P 30 CBS N 82																																							
CBS SUNDAY NEWS-BRADLEY 12 130 131														A	10.8	23	824	1691	667	319	776	228	420	358	168	301	712	268	376	306	135	270	100	46	103	74	103	74	
1 SUN. 11.25P 15 CBS N 75 76														B	8.6	19	656	1576	701	260	777	205	413	386	180	307	660	205	350	333	130	253	84	30	55	44	55	44	
2 SUN. 11.00P 15																																							
CHARLIE'S ANGELS-11.30 12 175 175														A	7.5	24	572	1495	632	212	695	256	480	371	115	167	652	387	488	332	69	106	114	114	34	34	34	34	
1 FRI. 11.49P 66 ABC PD 96 96														B	7.0	24	534	1484	664	290	731	332	531	443	71	121	551	264	423	317	56	94	148	112	54	53	54	53	
2 FRI. 11.47P 65																																							
12.00 - 12.30														A	7.7	23	588	1493	648	231	711	272	504	392	112	157	642	366	460	321	79	118	112	112	28	28	28	28	
12.30 - 1.00														A	7.3	27	557	1517	562	208	634	241	444	323	112	141	721	482	582	393	58	81	122	122	40	40	40	40	
LATE MOVIE I 58 167 164														A	7.3	25	557	1476	739	340	834	362	566	510	96	183	538	225	338	246	94	162	82	43	22	19	22	19	
1 MON. 11.30P 72 CBS FF 92 90														B	6.9	25	526	1433	672	274	742	279	511	476	87	160	556	212	359	298	94	152	103	49	13	10	13	10	
1 TUE. 11.30P 73																																							
1 WED. 12.00M 69																																							
1 THU. 11.30P 69																																							
2 M & TU 11.30P 72																																							
2 W & TH 11.30P 70																																							
2 FRI. 12.00M 74																																							
11.30 - 12.00														A	8.1	22	618	1532	786	356	876	352	564	519	118	222	564	216	329	232	118	199	79	54	13	10			
12.00 - 12.30														A	7.4	26	565	1448	734	315	819	357	556	509	89	176	536	230	352	265	85	145	75	29	18	17			
12.30 - 1.00														A	5.3	22	404	1423	661	310	787	388	542	493	74	121	394	197	264	199	37	91	163	86	79	55			
LATE MOVIE II 59 165 165														A	5.0	28	382	1309	581	330	702	356	492	458	71	118	545	249	369	261	95	142	47	16	15	LT	LT		
1 MON. 12.42A 44 CBS FF 91 91														B	4.7	29	359	1324	594	270	673	284	486	448	65	117	514	215	356	285	91	124	111	61	26	23	26	23	
1 TUE. 12.43A 44																																							
1 WED. 1.09A 39																																							
1 THU. 12.45A 42																																							
1 FRI. 12.44A 45																																							
2 MON. 12.42A 40																																							
2 TUE. 12.42A 45																																							
2 WED. 12.40A 46																																							
2 THU. 12.45A 41																																							
2 FRI. 1.14A 42																																							
12.30 - 1.00														A	5.7	26	435	998	470	127	470	248	329	336	95	95	515	144	284	235	168	217	LT	LT	13	13			
1.00 - 1.30														A	4.9	30	374	1273	575	340	698	353	460	454	78	129	532	270	361	233	93	141	32	13	LT	LT			
1.30 - 2.00														A	4.0	23	305	1010	380	256	544	367	501	314	43	43	383	285	285	177	46	98	83	LT	LT	LT	LT		
LOVE BOAT-11.30 12 183 183														A	6.9	26	526	1310	689	231	831	378	548	468	65	172	391	173	211	186	83	125	56	52	32	32	32	32	
1 WED. 11.45P 67 ABC CS 97 97														B	6.1	26	465	1243	591	235	700	301	470	413	66	143	407	163	261	220	65	116	105	75	31	23	31	23	
2 WED. 11.49P 67																																							
CONT'D																																							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																					
WK		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																			
																										TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL		FEM.		TOTAL		6-11	
LATE FRINGE CONT'D																																																									
LOVE BOAT-11.30-CONT'D																																																									
12.00 - 12.30																																																									
12.30 - 1.00																																																									
MIDNIGHT SPECIAL																																																									
FRI. 1.00A 90 NBC PC 12 203 205 98 99																																																									
1.00 - 1.30																																																									
1.30 - 2.00																																																									
2.00 - 2.30																																																									
NBC LATE NIGHT MOVIE																																																									
1 SUN. 11.30P 130 NBC FF 11 100 104 59 60																																																									
2 SUN. 11.30P 79																																																									
11.30 - 12.00																																																									
12.00 - 12.30																																																									
12.30 - 1.00																																																									
1.00 - 1.30																																																									
NBC-RPT HOSTAGE-REACTION(S)																																																									
1 MON. 12.00M 60 NBC N 210 99																																																									
12.00 - 12.30																																																									
12.30 - 1.00																																																									
POLICE WOMAN																																																									
11 175 178																																																									
1 THU. 11.48P 67 ABC OP 96 95																																																									
2 THU. 12.02A 67																																																									
12.00 - 12.30																																																									
12.30 - 1.00																																																									
SATURDAY NIGHT																																																									
1 SAT. 11.30P 81 NBC GV 11 213 215 99 99																																																									
2 SAT. 11.30P 79																																																									
11.30 - 12.00																																																									
12.00 - 12.30																																																									
12.30 - 1.00																																																									
TOMORROW SHOW																																																									
1 MTU TH 1.00A 45 NBC CC 48 177 177 98 98																																																									
1 WED. 1.00A 46																																																									
2 MON. 1.00A 47																																																									
2 TUE. 1.00A 50																																																									
2 WED. 1.00A 45																																																									
2 THU. 1.00A 46																																																									
1.00 - 1.30																																																									
1.30 - 2.00																																																									
TONIGHT SHOW																																																									
1 TUE. 11.30P 77 NBC GV 56 212 212 99 99																																																									
1 W & TH 11.30P 75																																																									
1 FRI. 11.30P 79																																																									
2 MON. 11.30P 79																																																									
2 TU & W 11.30P 80																																																									
2 THU. 11.30P 77																																																									
2 FRI. 11.30P 75																																																									
CONT'D																																																									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME														WK		START TIME		DUR	NET	TYPE	WK 1		WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK		DAY		TIME		DUR		NET		TYPE		WK 1		WK 2		AVG. AUD. SHARE %		AVG. AUD. SHARE % (0.000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)									

37

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME										NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																												
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11															
WEEKDAY DAYTIME CONT'D																																										
ONE DAY AT A TIME-M-F														57	192	193	A	8.4	27	641	1373	694	143	773	232	417	397	118	286	262	70	136	99	42	120	150	94	188	133			
M-F														3.30P	30	CBS	CS	98	98	B	7.6	25	580	1398	696	144	795	264	453	407	119	279	248	74	144	112	33	91	188	125	167	107
ONE LIFE TO LIVE														59	191	190	A	7.6	28	580	1257	769	118	884	468	644	514	77	175	212	82	107	67	17	92	84	68	77	27			
M-F														2.00P	60	ABC	DD	99	98	B	8.4	31	641	1210	793	170	879	447	617	497	84	201	195	79	109	85	16	80	82	65	54	24
2.00 - 2.30																	A	7.4	28	565	1253	776	117	896	477	657	516	77	175	206	78	104	69	13	85	79	71	72	21			
2.30 - 3.00																	A	7.8	29	595	1240	757	115	865	451	623	509	77	175	209	83	108	65	16	92	85	64	81	31			
PASSWORD PLUS														58	158	158	A	4.2	16	320	1366	782	112	839	219	364	344	175	422	384	88	166	154	74	202	64	18	79	38			
M-F														12.30P	30	NBC	QG	81	81	B	4.4	17	336	1377	772	154	836	211	365	369	149	405	384	107	164	157	59	182	53	21	104	63
PRICE IS RIGHT 1														57	191	192	A	5.1	27	389	1452	727	102	886	287	467	354	114	355	355	28	75	67	64	270	52	34	159	68			
M-F														11.00A	30	CBS	AP	96	96	B	5.1	27	389	1473	772	130	890	285	450	363	115	381	388	62	121	108	61	243	56	28	139	51
PRICE IS RIGHT 2														58	191	192	A	6.2	30	473	1440	709	85	859	290	478	365	91	327	343	32	85	87	41	239	69	47	169	56			
M-F														11.30A	30	CBS	AP	96	96	B	6.1	30	465	1453	776	127	898	302	466	383	106	365	352	65	110	93	51	223	60	34	143	47
RYAN'S HOPE														58	186	186	A	7.1	28	542	1284	759	138	846	466	623	463	74	175	232	95	155	127	14	60	65	52	141	33			
M-F														12.30P	30	ABC	DD	97	97	B	6.8	27	519	1256	784	204	880	482	651	472	66	172	197	83	127	100	15	60	69	52	110	27
SEARCH FOR TOMORROW														58	189	189	A	7.7	30	588	1238	743	140	880	286	454	430	111	341	223	49	76	54	35	141	51	40	84	34			
M-F														12.30P	30	CBS	DD	97	97	B	7.9	31	603	1259	801	168	934	291	495	453	119	367	205	42	73	60	33	124	49	38	71	22
SPECIAL TREAT(S)														185			A	5.8	17	443	1497	424	153	645	277	327	187	130	257	346	84	84	101	59	213	267	156	239	145			
1 TUE.														4.00P	60	NBC	FV	95																								
4.00 - 4.30																	A	5.1	16	389	1463	445	147	703	306	344	182	116	295	324	65	65	100	64	224	238	16	196	100			
4.30 - 5.00																	A	6.5	18	496	1500	408	159	593	252	311	189	141	225	357	96	96	103	53	200	282	14	268	174			
TODAY SHOW-7.30AM														60	215	215	A	4.2	26	320	1325	662	134	725	207	309	328	127	334	456	93	171	162	106	250	25	LT	119	88			
M-F														7.30A	30	NBC	N	99	99	B	4.2	27	320	1375	751	145	796	197	335	329	149	385	464	108	189	185	102	244	29	LT	86	60
TODAY SHOW-8.30AM														60	213	213	A	5.5	30	420	1269	804	176	843	179	370	382	155	387	355	41	110	120	79	217	LT	LT	67	34			
M-F														8.30A	30	NBC	N	99	99	B	5.4	30	412	1259	753	132	803	170	333	357	153	392	372	78	137	130	82	206	25	LT	59	40
\$20,000 PYRAMID														58	171	172	A	4.7	20	359	1326	715	92	810	379	521	375	124	243	329	83	225	209	16	92	62	39	125	39			
M-F														12.00N	30	ABC	QG	91	91	B	4.4	19	336	1372	730	105	828	386	548	414	98	235	274	97	176	154	30	80	104	59	166	69
WHEEL OF FORTUNE														59	198	197	A	4.7	23	359	1273	697	71	805	169	312	321	139	418	379	67	111	103	70	240	25	17	64	LT			
M-F														11.30A	30	NBC	QG	98	98	B	4.8	23	366	1238	711	114	807	181	328	325	140	406	321	57	101	94	70	193	40	19	70	38
YOUNG AND THE RESTLESS														58	191	192	A	9.1	37	694	1274	784	139	913	322	494	433	107	338	193	49	89	79	23	91	44	34	124	43			
M-F														1.00P	30	CBS	DD	98	98	B	9.3	38	710	1267	841	184	959	332	527	472	120	349	175	46	80	68	27	85	42	32	91	29
WEEKEND DAYTIME																																										
ABC WEEKEND SPECIALS														14	171	174	A	5.5	21	420	1721	368	174	468	244	346	315	25	73	259	128	159	158	26	66	384	173	610	376			
SAT.														12.00N	30	ABC	FV	91	89	B	5.8	21	443	1699	353	128	404	209	306	230	25	76	364	146	241	209	39	84	271	128	660	406
ABC WIDE WORLD-SPORTS SAT														4	193	198	A	10.6	25	809	1885	661	328	824	373	522	350	112	236	676	207	345	335	115	241	123	87	262	175			
1 SAT.														5.00P	90	ABC	SA	99	99	B	8.3	20	633	1851	624	274	724	303	459	333	106	208	765	263	433	380	96	250	124	71	238	157
2 SAT.														5.30P	60																											
5.00 - 5.30																	A	8.8	23	671	1742	518	232	617	300	366	258	77	206	656	249	359	345	117	233	152	98	317	236			
5.30 - 6.00																	A	10.6	26	809	1785	620	332	793	355	493	325	118	229	661	179	329	329	137	248	112	70	219	146			
6.00 - 6.30																	A	11.4	25	870	2051	766	364	941	420	617	412	121	258	704	217	353	340	95	243	126	99	280	178			
ALL NEW POPEYE HOUR 1														14	191	190	A	8.7	34	664	1366	181	112	209	165	192	122	LT	LT	321	238	300	177	8	8	194	136	642	310			
SAT.														10.30A	30	CBS	CA	98	97	B	8.8	34	671	1658	268	129	339	205	270	164	25	56	292	153	227	169	20	43	235	127	792	412

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME										NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Ave. Aud. %	Share %	Avg. (0,000)	TOTAL PERSONS (2+)	LADY WOMEN OF 18+ HOUSEHOLD	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
														TOTAL	18-34	35-44	45-54	55-64	65+	TOTAL	18-34	35-44	45-54	55-64	65+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WEEKEND DAYTIME CONT'D																											
CBS NFL FOOTBALL GAME 2	7	189																									
1 SUN.	4.10P	195	CBS	SE																							
	4.00 - 4.30																										
	4.30 - 5.00																										
	5.00 - 5.30																										
	5.30 - 6.00																										
	6.00 - 6.30																										
	6.30 - 7.00																										
	7.00 - 7.30																										
CBS NFL PLAYOFF PRE-SUN(S)						192																					
2 SUN.	12.00N	30	CBS	SC																							
CBS NFL PLAYOFF GAME-SUN(S)						204																					
2 SUN.	12.30P	190	CBS	SE																							
	12.30 - 1.00																										
	1.00 - 1.30																										
	1.30 - 2.00																										
	2.00 - 2.30																										
	2.30 - 3.00																										
	3.00 - 3.30																										
CBS NFL PLAYOFF POST-SUN(S)						189																					
2 SUN.	3.40P	8	CBS	SC																							
CBS SPORTS SPECTACULAR						146																					
2 SAT.	4.30P	90	CBS	SA																							
	4.30 - 5.00																										
	5.00 - 5.30																										
	5.30 - 6.00																										
CHAMPIONSHIPS OF THE USGA(S)						156																					
2 SUN.	12.00N	30	ABC	SE																							
COLLEGE BOWL GAMES(S)						162																					
1 SUN.	12.30P	30	ABC	SC																							
DAFFY DUCK SHOW						3	205	206																			
SAT.	10.30A	30	NBC	CA																							
DEAR ALEX & ANNIE-11.56AM						14	182	181																			
SAT.	11.56A	3	ABC	CN																							
DEAR ALEX & ANNIE-11.26AM						14	127	130																			
SUN.	11.26A	3	ABC	CN																							
FACE THE NATION						14	149	129																			
SUN.	11.30A	30	CBS	CC																							
FLASH GORDON						3	160	189																			
SAT.	11.30A	30	NBC	CA																							
FRED & BARNEY/SHMOO 1						3	179	199																			
SAT.	9.00A	30	NBC	CA																							
FRED & BARNEY/SHMOO 2						3	178	199																			
SAT.	9.30A	30	NBC	CA																							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME										T/C SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
														TOTAL	18- 34	18- 49	25- 34	35- 44	55+ 55+	TOTAL	18- 34	18- 49	25- 34	35- 44	55+ 55+	TOTAL FEM.	TOTAL M.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WEEKEND DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK	DAY	START	DUR	NET	TYPE	PROG	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 8-11									
WEEKEND DAYTIME CONT'D																																					
NFL FOOTBALL POST-NBC-SAT(S)										213					A 10.3	34	786	1651	409	119	425	202	288	244	57	108	964	289	564	606	213	297	71	38	191	160	
1 SAT. 3.21P 9 NBC SC										97																											
NFL '79-NBC										13	127				A 4.8	18	366	1260	177	126	218	52	131	98	54	87	809	175	430	491	217	318	80	33	153	132	
1 SUN. 12.30P 30 NBC SC										80					B 4.0	14	305	1663	363	144	446	168	266	221	58	143	891	301	584	492	112	243	135	45	191	116	
NFL FOOTBALL GAME 1-NBC										13	212				A 17.3	42	1320	1568	330	174	408	183	263	215	50	104	891	317	543	502	188	282	141	21	128	103	
1 SUN. 1.00P 143 NBC SE										99					B 12.5	33	954	1642	385	173	447	154	264	227	70	148	936	338	589	504	139	276	140	35	119	93	
1.00 - 1.30															A 13.8	40	1053	1520	281	149	375	167	249	196	38	89	897	338	551	499	173	270	104	37	144	133	
1.30 - 2.00															A 17.6	44	1343	1550	305	143	381	154	231	205	49	103	893	318	552	510	175	279	156	19	120	93	
2.00 - 2.30															A 18.3	43	1396	1590	316	170	396	169	252	214	54	105	892	310	539	501	199	293	182	8	120	90	
2.30 - 3.00															A 18.2	41	1389	1561	366	199	434	211	290	225	52	105	872	306	534	495	190	274	124	10	131	103	
3.00 - 3.30															A 19.1	42	1457	1605	381	213	457	228	302	231	53	115	895	323	539	491	205	293	123	31	130	104	
NFL FOOTBALL POST-NBC										8	204				A 13.1	28	1000	1662	332	206	419	206	264	208	43	100	911	379	608	560	161	213	183	24	149	118	
1 SUN. 3.39P 14 NBC SC										98					B 8.6	20	656	1649	398	198	465	163	274	239	55	152	877	331	595	500	105	224	159	40	148	115	
NFL '79-NBC(S)										210					A 9.1	24	694	1535	341	148	403	136	244	215	76	126	840	369	544	431	111	226	110	24	182	105	
2 SUN. 3.30P 30 NBC SC										98																											
NFL PLAYOFF GAME-NBC(S)										218					A 23.7	54	1808	1838	446	206	503	194	318	266	83	147	1033	425	702	574	130	270	183	34	119	79	
2 SUN. 4.00P 180 NBC SE										99					A 19.3	51	1473	1862	455	226	499	207	358	274	78	119	1030	430	711	587	121	253	181	34	152	102	
4.00 - 4.30															A 21.7	54	1656	1803	412	211	465	182	312	251	75	120	1029	423	699	578	110	258	174	31	135	75	
4.30 - 5.00																																					
5.00 - 5.30															A 23.7	56	1808	1811	403	188	455	167	279	228	87	140	1060	437	717	569	138	281	190	24	106	67	
5.30 - 6.00															A 24.2	55	1846	1756	408	188	470	184	283	235	84	149	1024	411	694	567	125	265	157	20	105	79	
6.00 - 6.30															A 26.1	54	1991	1874	491	205	547	211	324	289	82	172	1039	445	705	553	139	285	182	27	106	78	
6.30 - 7.00															A 27.1	54	2068	1917	497	222	565	213	352	320	81	163	1024	408	700	597	141	272	206	64	122	78	
LASTICMAN COMEDY-SHOW-1										14	192	192			A 5.0	24	382	1628	207	47	207	147	184	124	23	23	110	79	110	110	LT	LT	214	54	1097	563	
SAT. 9.00A 30 ABC CL										99	99				B 5.8	26	443	1691	212	59	233	138	182	135	19	39	149	90	125	93	LT	LT	12	202	77	1107	691
LASTICMAN COMEDY-SHOW-2										14	192	192			A 5.1	22	389	1519	157	67	162	111	162	147	LT	LT	142	119	142	101	LT	LT	17	195	69	1020	552
SAT. 9.30A 30 ABC CL										99	99				B 5.7	24	435	1694	196	53	227	144	183	130	17	39	161	104	132	86	LT	LT	17	212	80	1094	680
LASTICMAN COMEDY-SHOW-3										14	192	192			A 5.4	22	412	1544	124	56	136	75	136	124	LT	LT	136	98	136	109	LT	LT	17	213	112	1059	579
SAT. 10.00A 30 ABC CL										99	99				B 5.8	23	443	1593	188	65	212	125	173	128	16	33	140	89	121	83	LT	LT	11	236	94	1005	635
LASTICMAN COMEDY-SHOW-4										13	192				A 6.3	26	481	1965	160	75	228	143	228	159	LT	LT	397	336	397	136	LT	LT	14	144	85	1196	587
1 SAT. 10.30A 30 ABC CL										99					B 6.3	25	481	1606	217	94	269	160	207	135	19	49	192	120	159	92	LT	LT	19	217	102	928	591
SCHOOLHOUSE ROCK-8.56AM										14	185	187			A 5.3	28	404	1757	342	119	342	188	245	227	63	63	132	79	132	102	LT	LT	296	131	987	562	
SAT. 8.56A 3 ABC CN										97	94				B 5.5	24	420	1570	259	74	273	157	209	182	20	45	152	74	119	96	LT	LT	25	178	71	967	613
SCHOOLHOUSE ROCK-10.56AM										13	192				A 6.0	25	458	1908	182	101	256	176	256	181	LT	LT	426	370	426	122	LT	LT	14	143	86	1083	532
1 SAT. 10.56A 3 ABC CN										99					B 5.8	23	443	1555	221	95	272	163	208	134	23	53	196	117	158	92	LT	LT	22	206	102	881	561
SCHOOLHOUSE ROCK-10.26AM										1	193				A 5.1	21	389	1602	183	73	214	132	214	183	LT	LT	209	119	209	209	LT	LT	310	133	869	551	
2 SAT. 10.26A 3 ABC CN										99					B 5.1	21	389	1602	183	73	214	132	214	183	LT	LT	209	119	209	209	LT	LT	310	133	869	551	
SCHOOLHOUSE ROCK-11.26AM										14	175	187			A 5.7	23	435	1483	219	85	288	172	267	203	21	21	165	88	147	90	18	18	243	131	787	479	
SAT. 11.26A 3 ABC CN										95	97				B 5.7	22	435	1571	266	117	322	179	258	168	26	59	242	110	174	110	18	53	233	107	774	483	
SCHOOLHOUSE ROCK-11.55AM										14	129	134			A 2.8	11	214	1509	463	187	500	197	313	210	66	187	178	76	98	80	LT	42	270	74	561	253	
SUN. 11.55A 4 ABC CN										83	84				B 3.0	12	229	1504	368	96	459	194	291	203	48	146	330	149	229	190	30	83	194	110	521	296	

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. Aud. %	Avg. Share %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11			
									%	%				TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+				
WEEKEND DAYTIME CONT'D																													
SCOOBY AND SCRAPPY DOO						13	182	A	4.7	23	359	1290	74v 29v	104v 104v	104v 27v	LT	LT			126v 69v	126v 73v	LT	LT			191v 102v	869	460v	
1 SAT. 11.30A 30 ABC CA						93		B	5.7	25	435	1628	252 111	316 184	244 140	28	64			248 121	179 120	18	51			246 108	818	501v	
SCOOBY AND SCRAPPY DOO-1						1	190	A	7.5	28	572	1591	262^ 94v	326^ 199^	289^ 245^	37v 37v			78v 35v	62v 62v	16v 16v			244^ 128^	943	628v			
2 SAT. 10.30A 30 ABC CA						98		B	7.5	28	572	1591	262 94	326 199	289 245	37 37			78 35	62 62	16 16			244 128	943	628v			
SCOOBY AND SCRAPPY DOO-2						1	186	A	7.5	28	572	1517	238^ 90v	290^ 165^	264^ 217^	26v 26v			118^ 32v	83v 94v	24v 24v			263^ 128^	846	550v			
2 SAT. 11.00A 30 ABC CA						97		B	7.5	28	572	1517	238 90	290 165	264 217	26 26			118 32	83 94	24 24			263 128	846	550v			
SKATEBIRDS SUN.						14	38	A	.9	8	69	LT	LT LT	LT	LT LT	LT	LT			LT	LT LT	LT	LT			LT	LT	LT	
8.30A 30 CBS CL						37	36	B	1.1	9	84	LT	LT LT	LT	LT LT	LT	LT			LT	LT LT	LT	LT			LT	LT	LT	
SPIDERWOMAN						13	175	A	5.3	23	404	1579	183^ 77v	274^ 189^	274^ 183^	LT	LT			262^ 205^	262^ 114v	LT	LT			243^ 102v	800	396v	
1 SAT. 11.00A 30 ABC CA						95		B	5.7	22	435	1576	260 118	317 180	245 154	30	66			241 118	175 107	16	51			215 93	803	509v	
SPIDERWOMAN						1	181	A	6.1	23	465	1578	339^ 100v	390^ 189^	361^ 249^	29v 29v			199^ 148^	175^ 112v	24v 24v			210^ 122v	779	435v			
2 SAT. 11.30A 30 ABC CA						96		B	6.1	23	465	1578	339 100	390 189	361 249	29 29			199 148	175 112	24 24			210 122	779	435v			
SPORTSWORLD						10	180	A	6.1	18	465	1815	375^ 173^	418^ 200^	283^ 258^	58v 98v			867 366^	604 428^	77v 178^			278^ 62v	252^	150^			
2 SAT. 4.00P 120 NBC SE						93		B	5.6	16	427	1555	385 162	437 174	276 246	51 123			772 278	494 437	104 231			175 60	171 107				
4.00 - 4.30								A	5.6	18	427	2005	346^ 126v	346^ 214^	302^ 264^	44v 44v			896 353^	700 455^	62v 134v			342^ 37v	421^	260^			
4.30 - 5.00								A	5.8	18	443	1921	366^ 244^	427^ 194^	335^ 305^	39v 39v			872 357^	580 423^	92v 198^			319^ 79v	303^	182^			
5.00 - 5.30								A	5.7	16	435	1784	386^ 177^	455^ 237^	302^ 266^	72v 109v			848 366^	568 448^	57v 162^			264^ 61v	217^	132v			
5.30 - 6.00								A	7.2	19	549	1625	405^ 148^	439 170^	224^ 218^	73v 169^			872 390^	591 407^	91v 209^			202^ 64v	112v	58v			
SUN BOWL GAME(S)						192		A	10.2	35	778	1616	288^ 122^	371 153^	210^ 133^	66v 135^			981 357	595 493	183^ 346			116^ 17v	148^	88^			
2 SAT. 1.30P 180 CBS SE						99		A	9.7	35	740	1378	294^ 123^	355 113^	191^ 161^	72v 145^			768 189^	426 427	154^ 299^			140^ LT	115^	68v			
1.30 - 2.00								A	11.0	39	839	1596	326 172^	429 176^	276^ 200^	64v 132^			947 366	578 434	179^ 339			98^ 10v	122^	92^			
2.00 - 2.30								A	10.3	35	786	1487	298^ 130^	316 131^	191^ 118^	40v 104^			951 435	616 447	149^ 310			99^ LT	121^	56v			
2.30 - 3.00								A	9.7	31	740	1535	233^ 79v	299^ 122^	139^ 75v	55v 123^			969 361	564 471	172^ 355			125^ 30v	142^	95^			
3.00 - 3.30								A	9.5	31	725	1709	249^ 82v	338 145^	162^ 74v	70v 138^			1089 349	658 576	191^ 378			117^ 28v	165^	100^			
3.30 - 4.00								A	11.2	36	855	1913	303 128^	457 214^	272^ 142^	90^ 164^			1130 426	692 591	243^ 390			114^ 29v	212^	114^			
4.00 - 4.30																													
SUNDAY MORNING						14	80	A	2.5	14	191	1257	524^ 204^	550^ 131v	267^ 314^	94v 210^			655 173^	236^ 415^	83v 230^			LT LT	52v	26v			
SUN. 9.00A 90 CBS N						70	69	B	2.6	14	198	1403	557 199	589 159	300 320	123 219			628 175	334 380	84 203			50 LT	136	65			
9.00 - 9.30								A	2.1	14	160	1269	569^ 250^	569^ 131v	275^ 338^	118v 231^			650^ 199^	256^ 426^	31v 194v			LT LT	50v	LT			
9.30 - 10.00								A	2.7	15	206	1228	519^ 194^	553^ 126v	272^ 315^	92v 204^			621 146v	189^ 403^	72v 218^			LT LT	54v	24v			
10.00 - 10.30								A	2.8	14	214	1206	467^ 177^	500^ 121v	238^ 280^	79v 187^			655 164^	253^ 398^	135v 257^			LT LT	51v	33v			
TARZAN AND SUPER SEVEN 1						13	156	A	6.2	23	473	1330	273 96^	286 161^	161^ 54v	49v 125^			257^ 171^	212^ 129^	LT	45v			250^ 120^	537	331		
SAT. 12.30P 30 CBS CA						85	79	B	5.7	21	435	1623	309 111	388 248	295 177	24 73			303 169	250 151	LT	45			257 137	675	376		
TARZAN AND SUPER SEVEN 2						13	156	A	6.8	25	519	1189	226^ 65^	256 116^	156^ 100^	43v 78^			224^ 155^	155^ 97^	26v 69^			245 125^	464	266			
SAT. 1.00P 30 CBS CA						85	80	B	6.3	22	481	1497	315 106	380 232	293 186	30 63			270 151	216 137	LT	44			234 119	613	362		
30 MINUTES						11	144	A	4.9	16	374	1241	350^ LT	350^ 160v	198^ 161v	LT 112v			236^ 123v	123v 56v	LT 113v			283^ 179^	372^	265^			
1 SAT. 1.30P 30 CBS DN						83		B	4.2	14	320	1429	445 155	517 241	334 277	60 130			350 190	259 152	LT 78			192 92	370	224			
THREE ROBONIC STOOGES						14	49	A	.9	12	69	LT	LT LT	LT	LT LT	LT	LT			LT	LT LT	LT	LT			LT	LT	LT	
SUN. 8.00A 30 CBS CA						37	36	B	.9	11	69	LT	LT LT	LT	LT LT	LT	LT			LT	LT LT	LT	LT			LT	LT	LT	
TIME OUT-9:45AM						3	178	A	5.6	24	427	1792	259^ 45v	305 163^	248^ 170^	17v 40v			210^ 102^	152^ 147^	23v 36v			242^ 63v	1035	654			
SAT. 9.45A 2 NBC CN						85	98	B	5.5	23	420	1696	212 45	244 138	199 151	LT 27			188 110	145 122	15 24			186 63	1078	736			
TIME OUT-10:58AM						14	204	A	6.1	24	465	1576	222^ 129^	265 156^	215^ 135^	35v 35v			266 176^	192^ 137^	39v 55v			229^ 49v	816	491			
SAT. 10.58A 2 NBC CN						97	97	B	5.4	21	412	1748	271 103	346 238	292 156	24 36			229 159	182 105	LT 35			242 91	931	589			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																											
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
										WOMEN					MEN					TEENS		CHILDREN															
										18- 49 25- 54 55- 64 55+					18- 49 25- 54 55- 64 55+					TOTAL FEM.		TOTAL 6-11															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11											
WEEKEND DAYTIME CONT'D																																					
TIME OUT-11:58AM										14	161	188	A	4.1	16	313	1546	227^	38^	326^	173^	294^	180^	23^	32^	303^	136^	184^	179^	47^	67^	211^	70^	706	457		
SAT. 11.58A										2	NBC	CN	77	91	B	5.0	19	382	1616	262	94	357	221	278	182	31	55	253	171	202	109	21	38	258	70	748	484

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		14,800 19.4		30,600 40.1											
ABC TV						240-ROBERT (R)(OP)						NFL MONDAY NIGHT FOOTBALL PITTSBURGH VS. HOUSTON (9:00-11:58PM)(-OP)					
AVERAGE AUDIENCE (Households (000) & %)		{		10,680 14.0		13.0*		14.9*		19,150 25.1		21.8*		26.1*		27.4*	
SHARE OF AUDIENCE %		{		21		20 *		22 *		40		33 *		39 *		42 *	
AVG. AUD. BY ¼ HR.		{		13.1		13.0		14.3		15.6		20.5		23.1		25.7	
TOTAL AUDIENCE (Households (000) & %)		{		18,240 23.9		17,170 22.5		22,280 29.2		19,300 25.3		17,780 23.3					
CBS TV				CHARLIE BROWN'S CHRISTMAS (R)		RAGGEDY ANN & ANDY-SANTA (R)(OP)		M*A*S*H		WKRP IN CINCINNATI		LOU GRANT					
AVERAGE AUDIENCE (Households (000) & %)		{		16,330 21.4		15,640 20.5		19,460 25.5		17,320 22.7		14,190 18.6		18.6*		18.6*	
SHARE OF AUDIENCE %		{		33		30		38		34		30		29 *		31 *	
AVG. AUD. BY ¼ HR.		{		21.2		21.7		20.3		20.7		24.9		26.2		22.9	
TOTAL AUDIENCE (Households (000) & %)		{		20,600 27.0				19,910 26.1									
NBC TV						LITTLE HOUSE-PRAIRIE (OP)		NBC MONDAY NIGHT MOVIES SHE'S DRESSED TO KILL (9:00-9:47PM)(10:16-11:30PM) (SUS)(OP)				NBC MONDAY NIGHT MOVIES SHE'S DRESSED TO KILL (9:00-9:47PM)(10:16-11:30PM) (SUS)(OP)(-OP)					
AVERAGE AUDIENCE (Households (000) & %)		{		16,940 22.2		20.8*		23.5*		11,900 15.6		16.1*				15.3*	
SHARE OF AUDIENCE %		{		33		32 *		34 *		25		24 *				25 *	
AVG. AUD. BY ¼ HR.		{		19.6		22.0		23.7		23.4		16.7		15.5		15.9	
TOTAL AUDIENCE (Households (000) & %)		{		18,080 23.7				31,280 41.0									
ABC TV						RUDOLPH'S SHINY NEW YEAR (R)(OP)						NFL MONDAY NIGHT FOOTBALL DENVER VS. SAN DIEGO (9:00-11:58PM)(-OP)					
AVERAGE AUDIENCE (Households (000) & %)		{		13,660 17.9		17.1*		18.7*		18,240 23.9		23.1*		26.6*		26.6*	
SHARE OF AUDIENCE %		{		28		27 *		28 *		39		34 *		40 *		40 *	
AVG. AUD. BY ¼ HR.		{		17.0		17.3		18.5		18.9		22.2		24.0		26.3	
TOTAL AUDIENCE (Households (000) & %)		{		18,390 24.1		15,410 20.2		22,280 29.2		19,610 25.7		18,460 24.2					
CBS TV				WKRP IN CINCINNATI		LAST RESORT (OP)		M*A*S*H		HOUSE CALLS		LOU GRANT					
AVERAGE AUDIENCE (Households (000) & %)		{		15,870 20.8		14,340 18.8		19,910 26.1		17,700 23.2		15,950 20.9		20.8*		21.0*	
SHARE OF AUDIENCE %		{		31		28		38		35		34		33 *		34 *	
AVG. AUD. BY ¼ HR.		{		20.1		21.5		18.6		18.9		25.2		27.0		23.7	
TOTAL AUDIENCE (Households (000) & %)		{		19,910 26.1				21,060 27.6									
NBC TV						LITTLE HOUSE-PRAIRIE (OP)						NBC MONDAY NIGHT MOVIES THE GATHERING, PART 2					
AVERAGE AUDIENCE (Households (000) & %)		{		16,710 21.9		20.5*		23.3*		14,190 18.6		18.4*		18.4*		18.6*	
SHARE OF AUDIENCE %		{		33		31 *		34 *		29		27 *		28 *		29 *	
AVG. AUD. BY ¼ HR.		{		19.6		21.4		23.1		23.5		18.6		18.2		18.3	
TV HOUSEHOLDS USING TV (See Def. 1)		{		WK. 1 60.6		61.6		62.1		63.6		64.2		65.8		67.5	
		{		WK. 2 58.7		60.9		61.1		63.3		64.2		65.8		67.5	
U.S. TV Households: 76,300,000																	

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.TUE. DEC.11, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					21,520 28.2	21,360 28.0			22,660 29.7	19,230 25.2			18,010 23.6			
	ABC TV					HAPPY DAYS		ANGIE		THREE'S COMPANY		TAXI (OP)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					19,080 25.0		19,690 25.8		20,750 27.2		17,630 23.1		14,270 18.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					41 23.9		41 26.2		42 27.0		36 23.5		31 19.1			
E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,160 10.7				11,830 15.5				11,370 14.9			
	CBS TV					CALIFORNIA FEVER (OP)				HAWAII FIVE-O				PARIS			
	AVERAGE AUDIENCE (Households (000) & %)					6,100 8.0				9,160 12.0				8,390 11.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 7.3		12* 7.3		19 11.3		20* 12.4		19 11.2			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,870 20.8				22,430 29.4							
	NBC TV					SHERIFF LOBO (OP)								NBC TUE. NIGHT MOVIE THE GREAT SMOKEY ROADBLOCK			
	AVERAGE AUDIENCE (Households (000) & %)					12,890 16.9				15,260 20.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 15.0		25* 16.1		32 18.3		31* 20.0		35* 21.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,240 22.6		16,560 21.7		24,950 32.7		21,360 28.0					
	ABC TV					HAPPY DAYS		ANGIE		THREE'S COMPANY		TAXI (OP)		ABC NEWS CLOSEUP HOMOSEXUALS(SUS)			
	AVERAGE AUDIENCE (Households (000) & %)					15,490 20.3		15,340 20.1		22,970 30.1		19,910 26.1					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					34 19.1		32 19.6		47 29.6		41 26.2		25.9			
E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,570 20.4				15,720 20.6				17,700 23.2			
	CBS TV					WHITE SHADOW (OP)				HAWAII FIVE-O				PARIS			
	AVERAGE AUDIENCE (Households (000) & %)					11,830 15.5				12,510 16.4				13,730 18.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 14.8		25* 14.8		26 14.8		28* 17.5		30 17.3			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,030 19.7		16,100 21.1		17,780 23.3							
	NBC TV					CASPER'S FIRST CHRISTMAS		FAMILY CIRCUS CHRISTMAS (OP)						SKINFLINT A COUNTRY CHRISTMAS CAROL			
	AVERAGE AUDIENCE (Households (000) & %)					13,280 17.4		14,570 19.1		10,830 14.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 17.2		31 17.7		23 14.7		22* 13.0		22* 13.7			
TV HOUSEHOLDS USING TV WK. 1		58.4	58.9	58.5	60.5	60.8	62.2	63.1	64.0	64.2	64.9	64.1	63.7	61.7	60.4	58.7	56.8
(See Def. 1) WK. 2		57.1	58.0	58.1	58.9	59.3	60.8	61.7	62.8	64.4	64.7	64.0	63.9	61.6	60.5	59.1	56.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.TUE. DEC.18, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.WED. DEC.12, 1979

TV AUDIENCE ESTIMATES																		EVE. WED.		DEC. 1, 1979	
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						21,590 28.3						19,690 25.8						18,080 23.7		
	ABC TV						EIGHT IS ENOUGH					CHARLIE'S ANGELS (OP)					VEGAS				
	AVERAGE AUDIENCE (Households (000) & %)						18,010 23.6	22.2*				15,720 20.6	20.7*				15,030 19.7	19.5*	20.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						37 21.2	35* 23.2	24.8	25.4	38* 25.4	31 20.7	31* 20.8	21.0	20.5* 20.0	33 19.1	32* 19.9	20.1	34* 19.9		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,890 16.9						19,610 25.7						18,080 23.7		
	CBS TV						YOUNG MAVERICK (OP)					COUNTRY CHRISTMAS					CRYSTAL GAYLE SPECIAL				
	AVERAGE AUDIENCE (Households (000) & %)						10,070 13.2	12.7*				14,950 19.6	19.0*				14,270 18.7	19.7*	17.6*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 12.4	20* 13.0	13.3	14.0	21* 14.0	30 19.0	28* 19.1	20.4	20.3* 20.1	31 19.9	31* 19.5	32* 18.3	30* 17.0		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,080 25.0						15,490 20.3			12,360 16.2			13,510 17.7		
	NBC TV						REAL PEOPLE (OP)					DIFF'RENT STROKES		HELLO, LARRY		BEST-SATURDAY NIGHT LIVE (R)					
	AVERAGE AUDIENCE (Households (000) & %)						15,790 20.7	20.3*				13,890 18.2			11,220 14.7			10,150 13.3	13.5*	13.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 19.7	32* 20.8	21.3	20.9	32* 20.9	27 17.9	28* 18.4	23 14.8	14.6	22 13.7	22* 13.3	22* 13.5	23* 12.8		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						20,600 27.0						17,850 23.4						17,780 23.3		
	ABC TV						EIGHT IS ENOUGH (R)					CHARLIE'S ANGELS (R)(OP)					VEGAS				
	AVERAGE AUDIENCE (Households (000) & %)						16,020 21.0	19.6*				13,960 18.3	17.7*			14,340 18.8	18.8*	18.7*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						34 18.9	32* 20.2	22.1	22.8	36* 22.8	29 17.7	28* 17.8	18.7	18.9	30* 19.0	31* 18.6	31* 18.9	33* 18.5		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,980 15.7						11,830 15.5						24,260 31.8		
	CBS TV						DR. SEUSS-GRINCH-XMAS (R)(OP)					TINY TREE (R)					FAMILY MAN				
	AVERAGE AUDIENCE (Households (000) & %)						10,610 13.9				10,300 13.5	16,250 21.3	20.2*			21.4*	22.0*	21.5*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 14.2	22 13.7	21 12.9	14.0	35 12.9	32* 20.0	34* 20.5	21.3	21.4	34* 21.4	36* 22.0	38* 22.1	38* 20.9		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,990 26.2						18,390 24.1			14,730 19.3			16,180 21.2		
	NBC TV						REAL PEOPLE (OP)					DIFF'RENT STROKES		HELLO, LARRY		BEST-SATURDAY NIGHT LIVE (R)					
	AVERAGE AUDIENCE (Households (000) & %)						15,870 20.8	20.1*				16,400 21.5	13,810 18.1			11,520 15.1	16.0*	14.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						33 19.7	33* 20.5	21.2	21.9	34* 21.9	34 20.9	29 22.1	18.3	17.9	26 16.1	26* 15.8	25* 14.6	25* 13.7		
TV HOUSEHOLDS USING TV WK 1		59.1	59.9	60.4	60.9	61.5	63.7	65.8	66.8	67.0	67.2	65.6	64.3	61.7	61.1	59.2	57.0				
(See Def. 1) WK. 2		57.7	58.1	58.3	60.2	61.7	61.9	62.2	63.6	63.3	64.7	63.6	63.2	61.0	60.1	58.3	55.3				
U.S. TV Households		76,300,000																			

EVE.WED. DEC.19, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. DEC.13, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
TOTAL AUDIENCE (Households (000) & %)						16,020 21.0			17,170 22.5			16,480 21.6			15,950 20.9			17,550 23.0
ABC TV						LAVERNE AND SHIRLEY		BENSON				BARNEY MILLER		SOAP (OP)		20/20		
AVERAGE AUDIENCE (Households (000) & %)						14,420		15,410				14,950		14,500		13,280		
SHARE OF AUDIENCE %						18.9		20.2				19.6		19.0		17.4		
AVG. AUD. BY ¼ HR. %						31		32				30		29		29		
TOTAL AUDIENCE (Households (000) & %)						15,640 20.5		19,760 25.9				18.7		19.3		18.0		
CBS TV						WALTONS (OP)						LAST HARD MEN						
AVERAGE AUDIENCE (Households (000) & %)						13,050		13,430				17.9*				17.1*		
SHARE OF AUDIENCE %						17.1		17.6				17.2*				17.4*		
AVG. AUD. BY ¼ HR. %						27		28				26 *				28 *		
TOTAL AUDIENCE (Households (000) & %)						16.0		16.8				17.8		18.0		17.0		
NBC TV						JACK FROST (OP)		BOB HOPE CHRISTMAS SHOW				DEAN MARTIN'S XMAS-CALIF.						
AVERAGE AUDIENCE (Households (000) & %)						14,420		16,710				14,950				17.4*		
SHARE OF AUDIENCE %						18.9		21.9				19.6				17.4*		
AVG. AUD. BY ¼ HR. %						30		33				33				28 *		
TOTAL AUDIENCE (Households (000) & %)						18.1		20.5				20.6				16.4		
ABC TV						16,560 21.7		18,240 23.9				13,350 17.5				18.2		
AVERAGE AUDIENCE (Households (000) & %)						14,570		14,650				10,530				18.1		
SHARE OF AUDIENCE %						19.1		19.2				13.8				18.1		
AVG. AUD. BY ¼ HR. %						32		31				23				29 *		
TOTAL AUDIENCE (Households (000) & %)						18.5		19.0				14.7				17.0		
CBS TV						WALTONS (OP)		BARNABY JONES				DALLAS (B)						
AVERAGE AUDIENCE (Households (000) & %)						14,500		15,030				20,300				17.0		
SHARE OF AUDIENCE %						19.0		19.7				26.6				17.0		
AVG. AUD. BY ¼ HR. %						31		32				45				28 *		
TOTAL AUDIENCE (Households (000) & %)						18.3		18.5				25.5				17.0		
NBC TV						17,010 22.3		13,730 18.0				QUINCY, M.E. (R)						
AVERAGE AUDIENCE (Households (000) & %)						11,600		10,830				14,2				17.0		
SHARE OF AUDIENCE %						15.2		16.2*				14.1*				17.0		
AVG. AUD. BY ¼ HR. %						25		26 *				24				28 *		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	59.2	59.5	59.1	60.2	60.4	62.0	63.1	64.5	64.8	66.4	65.6	64.8	62.9	60.9	59.4	
U.S. TV Households: 76,300,000		WK. 2	57.3	57.3	57.5	59.1	59.6	60.6	61.3	61.6	61.2	61.6	61.7	61.4	59.5	59.9	57.4	

EVE.THU. DEC.20, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. DEC. 14, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV WK. 1		53.6	54.3	54.1	55.1	56.5	58.1	59.7	60.6	59.9	60.2	61.2	61.5	59.9	59.2	58.6	58.3
(See Def. 1) WK. 2		51.7	52.1	51.6	53.3	54.1	55.5	56.0	56.2	55.8	56.6	57.2	58.0	58.0	59.2	58.8	57.1
U.S. TV Households: 76,300,000																	

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SAT. DEC. 15, 1979

TOTAL AUDIENCE (Households (000) & %)		12,210 16.0		11,060 14.5		20,450 26.8		19,300 25.3									
W	ABC TV	ROPER'S		NEW KIND OF FAMILY		LOVE BOAT (OP)		FANTASY ISLAND (SUS)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)	10,380 13.6		9,770 12.8		17,090 22.4		15,570 20.4									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 13.1		22 14.1		38 20.2		37 20.2									
	TOTAL AUDIENCE (Households (000) & %)	12,590 16.5		11,290 14.8		15,640 20.5		20.2 20.0									
E	CBS TV	BEAR WHO SLEPT THRU XMAS (R)		FIRST CHRISTMAS THE STORY OF THE LAST CHRISTMAS SHOW (SUS)		GIFT, THE											
	AVERAGE AUDIENCE (Households (000) & %)	10,760 14.1		10,380 13.6		10,150 13.3		13.0* 22.6*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25 14.0		23 14.2		23 13.5		22* 12.6									
	TOTAL AUDIENCE (Households (000) & %)	19,610 25.7				16,020 21.0		14,340 18.8									
K	NBC TV	CHIPS (OP)		B.J. AND THE BEAR		MAN CALLED SLOANE											
	AVERAGE AUDIENCE (Households (000) & %)	15,870 20.8		19.1* 33*		13,890 18.2		18.5* 31*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	36 14.9		33* 14.7		30 19.7		31* 19.1									
	TOTAL AUDIENCE (Households (000) & %)	11,370 14.9		11,220 14.7		15,030 19.7		14,570 19.1									
1	ABC TV	ROPER'S (R)		NEW KIND OF FAMILY		LOVE BOAT (R)(OP)		FANTASY ISLAND									
	AVERAGE AUDIENCE (Households (000) & %)	9,460 12.4		9,840 12.9		12,280 16.1		11,900 15.6									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	23 11.8		24 13.0		29 15.6		28 15.2									
	TOTAL AUDIENCE (Households (000) & %)	23,040 30.2				15.6 15.6		16.3 16.9									
E	CBS TV	ORPHAN TRAIN (OP)		B.J. AND THE BEAR (R)		MAN CALLED SLOANE											
	AVERAGE AUDIENCE (Households (000) & %)	15,180 19.9		17.8* 33*		18.8* 35*		19.5* 35*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	36 17.4		33* 18.3		35* 18.9		36* 19.2									
	TOTAL AUDIENCE (Households (000) & %)	14,420 18.9				10,150 13.3		9,230 12.1									
2	NBC TV	STINGIEST MAN IN TOWN (R)(OP)		B.J. AND THE BEAR (R)		MAN CALLED SLOANE											
	AVERAGE AUDIENCE (Households (000) & %)	10,070 13.2		13.6* 25*		8,550 11.2		10.8* 20*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 13.9		24* 13.3		20 10.7		21* 10.9									
	TOTAL AUDIENCE (Households (000) & %)	13.2 13.3		12.8* 12.1		11.6* 11.5		9.2 8.7									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	53.6	55.2	55.4	56.6	56.8	57.4	57.8	58.3	59.5	59.9	60.1	59.4	56.0	55.6	56.0
U.S. TV Households: 76,300,000		WK. 2	51.0	52.4	52.7	53.2	53.8	54.0	54.2	54.4	55.3	55.4	55.7	56.1	55.6	55.3	54.8

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. SAT. DEC. 22, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. DEC.16, 1979

TOTAL AUDIENCE (Households (000) & %)																	
W E E K 1	ABC TV	12,130 15.9	10,150 13.3	18,850 24.7	24,340 31.9											12,060 15.8	
		PINK CHRISTMAS (R)	OUT OF THE BLUE	MORK & MINDY (OP)		ABC SUNDAY NIGHT MOVIE AN AMERICAN CHRISTMAS CAROL										WHO'S ON CALL	
	AVERAGE AUDIENCE (Households (000) & %)	9,770 12.8	8,550 11.2	16,400 21.5	15,790 20.7	19.7*											10,760 14.1
	SHARE OF AUDIENCE %	20	18	33	31	30*											24
TOTAL AUDIENCE (Households (000) & %)																	
W E E K 2	CBS TV	30,900 40.5	22,360 29.3	23,730 31.1	31,740 41.6											12,280 16.1	
		(1) (-OP)	60 MINUTES (7:25-8:25PM) (-OP)	ARCHIE BUNKER'S PLACE (8:25-9:55PM) (-OP)	ONE DAY AT A TIME (8:55-9:25PM) (-OP)	CIRCUS OF THE STARS (9:25-11:25PM) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	24,110 31.6	20,140 26.4	21,520 28.2	20,750 27.2	25.0*											28.1*
	SHARE OF AUDIENCE %	50	40	42	44	38*											43*
TOTAL AUDIENCE (Households (000) & %)																	
W E E K 2	NBC TV	15,790 20.7	18,160 23.8											12,280 16.1			
		DISNEY'S WONDERFUL WORLD MAJOR EFFECTS		BIG EVENT CHRISTMAS LILIES OF THE FIELD (OP)											PRIME TIME SUNDAY		
	AVERAGE AUDIENCE (Households (000) & %)	9,230 12.1	11,060 14.5	11.9*	13.8*	15.4*	16.8*	8,160 10.7	10.5*				10.9*				
	SHARE OF AUDIENCE %	19	22	18*	21*	23*	25*	17	16*				18*				
TOTAL AUDIENCE (Households (000) & %)																	
W E E K 2	ABC TV	7,250 9.5	14,040 18.4	16,180 21.2	17.9*	20.1*	21.2*	23.2*	23.5*								
		SCOOBY GOES HOLLYWOOD	MORK & MINDY (R)(OP)					THUNDERBALL (R)									
	AVERAGE AUDIENCE (Households (000) & %)	8.8*	10.2*	18.4	17.9*	20.1*	21.2*	23.2*	23.5*								
	SHARE OF AUDIENCE %	17	18*	33	31*	34*	35*	40*	42*								
TOTAL AUDIENCE (Households (000) & %)																	
W E E K 2	CBS TV	24,030 31.5	17,240 22.6	18,460 24.2	19,300 25.3	18,690 24.5	19,910 26.1										
		60 MINUTES	ARCHIE BUNKER'S PLACE (R)	ONE DAY AT A TIME (R)(OP)	ALICE	JEFFERSONS (R)	TRAPPER JOHN, M.D.										
	AVERAGE AUDIENCE (Households (000) & %)	19,300 25.3	15,640 20.5	16,790 22.0	18,010 23.6	17,240 22.6	17,090 22.4	22.3*	22.5*								
	SHARE OF AUDIENCE %	47	37	38	39	37	39	38*	40*								
TOTAL AUDIENCE (Households (000) & %)																	
W E E K 2	NBC TV	16,710 21.9	16,940 22.2											11,290 14.8			
		DISNEY'S WONDERFUL WORLD FROM ALL OF US TO ALL OF YOU (R)		BIG EVENT THE MAN IN THE SANTA CLAUS SUIT (OP)											PRIME TIME SUNDAY		
	AVERAGE AUDIENCE (Households (000) & %)	12,130 15.9	11,140 14.6	14.4*	14.6*	14.2*	15.1*	8,320 10.9	11.9*				9.9*				
	SHARE OF AUDIENCE %	29	25	26*	25*	24*	25*	19	20*				18*				
TOTAL AUDIENCE (Households (000) & %)																	
TV HOUSEHOLDS USING TV (See Def. 1)																	
U.S. TV Households: 76,300,000																	

(1) CBS NFL FOOTBALL GAME 2, VARIOUS TEAMS AND TIMES, CBS, (4:00-7:25PM)

For explanation of symbols, See page A.

EVE.SUN. DEC.23, 1979

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
W	TOTAL AUDIENCE (Households (000) & %)	{ 5,420 7.1															
	ABC TV	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,040 6.6															
	SHARE OF AUDIENCE %	13															
E	AVG. AUD. BY ¼ HR. %	6.6															
	TOTAL AUDIENCE (Households (000) & %)	{ 8,320 10.9															
	CBS TV	CIRCUS OF THE STARS (9:25-11:25PM) (-OP) CBS SUNDAY NEWS-BRADLEY (11:25-11:40PM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,860 10.3															
K	SHARE OF AUDIENCE %	24															
	AVG. AUD. BY ¼ HR. %	27.6 10.4 10.3															
	TOTAL AUDIENCE (Households (000) & %)	{ 3,590 4.7															
	NBC TV	NBC LATE NIGHT MOVIE (11:30-1:40AM)(-OP)															
1	AVERAGE AUDIENCE (Households (000) & %)	{ 1,370 1.8															
	SHARE OF AUDIENCE %	8 2.6* 8* 1.8* 8*															
	TOTAL AUDIENCE (Households (000) & %)	{ 8,870 9.0															
	ABC TV	ABC WEEKEND REPORT-SUN.															
W	AVERAGE AUDIENCE (Households (000) & %)	{ 6,640 8.7															
	SHARE OF AUDIENCE %	18															
	AVG. AUD. BY ¼ HR. %	8.7															
	TOTAL AUDIENCE (Households (000) & %)	{ 9,000 11.8															
E	CBS TV	CBS SUNDAY NEWS-BRADLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,550 11.2															
	SHARE OF AUDIENCE %	22															
	AVG. AUD. BY ¼ HR. %	11.2															
K	TOTAL AUDIENCE (Households (000) & %)	{ 5,190 6.8															
	NBC TV	NBC LATE NIGHT MOVIE (11:30-12:49AM)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,430 4.5															
	SHARE OF AUDIENCE %	4.5 4.6* 4.5* 14 13* 14*															
2	AVG. AUD. BY ¼ HR. %	4.4 4.7 4.6 4.4 4.5															
	TOTAL AUDIENCE (Households (000) & %)	{ 10,680 14.0															
	NBC TV	NBC LATE NIGHT MOVIE (11:30-12:49AM)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,560 8.6															
TV	SHARE OF AUDIENCE %	28 10.0* 8.3* 6.3* 2.670															
	AVG. AUD. BY ¼ HR. %	10.4 9.7 8.9 7.8 7.0 6.1 4.0 3.6 3.0															
	TV HOUSEHOLDS USING TV WK 1	54.3 47.9 38.4 30.8 25.0 21.5 18.9 38.6 34.3 30.5 27.1 23.4 20.4 17.0 14.9 13.2															
	(See Def. 1) WK 2	51.0 46.4 38.2 35.0 32.2 29.9 26.9 38.7 34.7 30.5 27.7 24.5 21.5 18.1 16.1 14.4															

U.S. TV Households: 76,300,000

For explanation of symbols, See page A

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 10-14, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)				3,820 5.0				4,960 6.5									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)								
	AVERAGE AUDIENCE (Households (000) & %)				3,130 4.1				4,200 5.5									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				25 4.0	4.2			31 5.6	5.6								
E K 1	TOTAL AUDIENCE (Households (000) & %)			3,360 4.4			3,430 4.5								2,440 3.2		2,900 3.8	
	CBS TV			MORNING MON-FRI (CO-OP)	(PARTICIPATING)		CAPTAIN KANGAROO								ALL STAR BEAT THE CLOCK		CELEBRITY WHEW (10:30-10:54AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)			2,290 3.0			1,910 2.5								1,980 2.6		2,520 3.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			19 2.8	3.1*	19*	14 2.3	2.4*	14*	2.7	2.7				15 2.6		19 3.2	3.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)			4,040 5.3					5,040 6.6						3,200 4.2		3,740 4.9	
	NBC TV			TODAY SHOW-7:30AM (CO-OP)	(PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP)	(PARTICIPATING)							CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			3,280 4.3			4,200 5.5								2,750 3.6		3,050 4.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			26 3.9	4.1		31 5.5								21 4.0		22 4.5	
W E K 2	TOTAL AUDIENCE (Households (000) & %)			3,890 5.1					5,340 7.0									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			3,050 4.0			4,430 5.8											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			25 3.9	4.1		31 5.5											
E K 2	TOTAL AUDIENCE (Households (000) & %)			3,200 4.2			3,200 4.2								2,750 3.6		3,050 4.0	
	CBS TV			MORNING MON-FRI (CO-OP)	(PARTICIPATING)		CAPTAIN KANGAROO								ALL STAR BEAT THE CLOCK		CELEBRITY WHEW (10:30-10:54AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)			1,980 2.6			1,980 2.6								2,290 3.0		2,670 3.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			17 2.7	2.7	2.7*	14 2.1	2.3*	13*	2.8	2.8				15 2.8		18 3.4	3.6
E K 2	TOTAL AUDIENCE (Households (000) & %)			4,040 5.3					5,420 7.1						3,740 4.9		4,040 5.3	
	NBC TV			TODAY SHOW-7:30AM (CO-OP)	(PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP)	(PARTICIPATING)							CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			3,130 4.1			4,270 5.6								3,130 4.1		3,360 4.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			26 4.0	4.1		30 5.6								21 4.0		22 4.2	4.5
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		WK. 1	8.6	11.6	13.9	15.2	16.3	17.3	17.2	17.3	17.6	18.1	18.1	18.0	17.2	17.3	17.5	18.1
US TV Households: 76,300,000		WK. 2	7.8	10.5	12.6	14.0	15.7	17.3	17.7	17.8	18.2	18.9	19.0	19.2	19.0	19.3	19.4	19.8

DAY MON.-FRI. DEC. 17-21, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 10-14, 1979

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)	4,810 6.3		5,570 7.3		4,270 5.6		6,330 8.3		8,320 10.9				7,630 10.0					
		AVERAGE AUDIENCE (Households (000) & %)	3,970 5.2		4,810 6.3		3,660 4.8		5,570 7.3		6,410 8.4				5,570 7.3					
		SHARE OF AUDIENCE %	28		31		21		29		32	8.1*		8.7*	7.3		7.2*	7.5*		
		AVG. AUD. BY ¼ HR. %	5.1	5.5	6.1	6.5	4.6	4.9	7.1	7.4	7.9	8.2	8.6	33*	28	28*	28*	28*		
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,580 6.0		5,570 7.3				6,560 8.6		7,940 10.4		7,780 10.2					7,400 9.7		
		AVERAGE AUDIENCE (Households (000) & %)	3,890 5.1		4,650 6.1				5,800 7.6		7,100 9.3		5,950 7.8				6,100 8.0			
		SHARE OF AUDIENCE %	28		30				30		39	7.4*		7.4*		8.1*	8.0	7.8*		
		AVG. AUD. BY ¼ HR. %	5.0	5.3	5.8	6.5			7.5	7.6	9.1	9.4	7.5	7.4	8.1	8.2	7.8	7.9		
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)	3,680 4.8		3,970 5.2		2,210 2.9		3,890 5.1		6,410 8.4				5,190 6.8			7,320 9.6		
		AVERAGE AUDIENCE (Households (000) & %)	3,130 4.1		3,360 4.4		1,910 2.5		3,200 4.2		4,580 6.0				4,650 6.1			5,340 7.0		
		SHARE OF AUDIENCE %	22		22		11		17		23	5.6*		6.5*	6.1		7.0	6.7*		
		AVG. AUD. BY ¼ HR. %	4.0	4.1	4.4	4.5	2.4	2.5	4.1	4.4	5.5	5.7	6.5	6.5	6.1	6.2	6.6	6.8		
1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,040 6.6		5,800 7.6		4,120 5.4		6,030 7.9		8,390 11.0				7,940 10.4					
		AVERAGE AUDIENCE (Households (000) & %)	4,270 5.6		4,960 6.5		3,510 4.6		5,260 6.9		6,260 8.2				6,030 7.9					
		SHARE OF AUDIENCE %	28		30		20		27		30	8.0*		8.6*	6.030		7.7*	8.1*		
		AVG. AUD. BY ¼ HR. %	5.5	5.7	6.1	6.9	4.5	4.8	6.7	7.0	7.8	8.1	8.5	8.6	7.7	7.7	8.1	8.2		
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,430 5.8		5,490 7.2				6,640 8.7		7,780 10.2		7,860 10.3					8,010 10.5		
		AVERAGE AUDIENCE (Households (000) & %)	3,890 5.1		4,730 6.2				5,880 7.7		6,790 8.9		5,880 7.7				6,260 8.2			
		SHARE OF AUDIENCE %	26		29				30		36	7.3*		7.3*		8.0*	8.2	8.0*		
		AVG. AUD. BY ¼ HR. %	4.9	5.4	5.8	6.6			7.7	7.7	8.7	9.1	7.3	7.3	7.9	8.1	7.9	8.2		
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)	3,970 5.2		4,430 5.8		2,290 3.0		4,040 5.3		6,640 8.7				5,190 6.8			7,100 9.3		
		AVERAGE AUDIENCE (Households (000) & %)	3,510 4.6		3,820 5.0		1,910 2.5		3,280 4.3		4,580 6.0				4,430 5.8			4,880 6.4		
		SHARE OF AUDIENCE %	23		24		11		17		22	5.7*		6.3*	4,430		6.0*	6.0*		
		AVG. AUD. BY ¼ HR. %	4.7	4.5	5.0	5.0	2.4	2.6	4.1	4.5	5.7	5.7	6.2	6.3	5.8	5.8	5.9	6.0		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	WK. 2	18.6	19.3	20.4	21.7	23.3	24.8	25.7	26.1	25.5	25.7	25.7	26.1	25.8	26.5	26.5	27.4
U.S. TV Households: 76,300,000					19.9	20.5	20.9	22.3	23.9	25.4	26.1	26.7	26.5	26.7	26.6	27.2	26.8	27.1	27.2	27.9

DAY MON.-FRI. DEC. 17-21, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC.10-14, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 8,930 11.7				{ 4,650 6.1				{ 12,590 16.5				{ 14,100 18.8			
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT				(S)(OP)				ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,170 9.4				{ 4,040 5.3				{ 11,060 14.5				{ 14.1 18.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 31 8.5				{ 32 * 17				{ 26 14.1				{ 26 14.8			
E	TOTAL AUDIENCE (Households (000) & %)	{ 7,320 9.6				{ 3,130 4.1				{ 12,820 16.8				{ 14,100 18.8			
	CBS TV	GUIDING LIGHT				ONE DAY AT A TIME-M-F				LOVE OF LIFE				CBS EVENING NEWS-CRONKITE			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,330 8.1*				{ 2,750 3.6				{ 11,450 15.0				{ 14.8 15.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 28 * 8.1				{ 11 3.5				{ 26 14.8				{ 26 15.2			
K	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4				{ 4,350 5.7				{ 11,670 15.3				{ 14,100 18.8			
	NBC TV	ANOTHER WORLD				(S)(OP)				ABC WORLD NEWS TONIGHT				ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,000 9.7				{ 3,820 5.0				{ 10,380 13.6				{ 14.1 18.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 24 * 7.0				{ 16 5.1				{ 25 13.3				{ 25 13.9			
E	TOTAL AUDIENCE (Households (000) & %)	{ 7,780 10.2				{ 3,200 4.2				{ 12,820 16.8				{ 14,100 18.8			
	CBS TV	GUIDING LIGHT				ONE DAY AT A TIME-M-F				LOVE OF LIFE				CBS EVENING NEWS-CRONKITE			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,490 8.3*				{ 2,820 3.7				{ 11,450 15.0				{ 14.8 15.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 28 * 8.3				{ 12 3.6				{ 27 14.8				{ 27 15.1			
2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4				{ 4,350 5.7				{ 11,670 15.3				{ 14,100 18.8			
	NBC TV	ANOTHER WORLD				(S)(OP)				ABC WORLD NEWS TONIGHT				ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,000 9.7				{ 3,820 5.0				{ 10,380 13.6				{ 14.1 18.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 24 * 7.0				{ 16 5.1				{ 25 13.3				{ 25 13.9			
TV HOUSEHOLDS USING TV WK. 1		28.3	29.9	30.8	32.2	31.9	33.6	34.8	36.8	38.2	40.7	44.0	47.4	51.3	54.0	55.9	57.4
(See Def. 1) WK. 2		28.9	30.2	30.6	31.5	31.8	33.6	35.0	36.9	38.9	41.1	44.0	47.5	51.2	53.4	54.2	55.6
U.S. TV Households. 76,300,000																	

DAY MON.-FRI. DEC.17-21, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. DEC. 15, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					4,350 5.7			4,730 6.2			5,260 6.9			5,420 7.1			5,340 7.0			5,800 7.6
	ABC TV					GREATEST SUPERFRIENDS-1			GREATEST SUPERFRIENDS-2 (OP)			PLASTICMAN COMEDY-SHOW-1			PLASTICMAN COMEDY-SHOW-2			PLASTICMAN COMEDY-SHOW-3			PLASTICMAN COMEDY-SHOW-4 (OP)
	AVERAGE AUDIENCE (Households (000) & %)					3,510 4.6			3,970 5.2			4,500 5.9			4,500 5.9			4,500 5.9			4,810 6.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 4.1			26 4.9			27 5.5			25 6.0			24 5.7			26 6.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,430 4.5			5,260 6.9			7,710 10.1			8,850 11.6			8,470 11.1			7,940 10.4
	CBS TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)			MIGHTY MOUSE- HECKL-JECKL2 (OP)			BUGS BUNNY/ROAD RUNNER 1 (OP)			BUGS BUNNY/ROAD RUNNER 2 (OP)			BUGS BUNNY/ROAD RUNNER 3 (OP)			ALL NEW POPEYE HOUR 1 (OP)
	AVERAGE AUDIENCE (Households (000) & %)					2,670 3.5			4,040 5.3			6,410 8.4			7,480 9.8			7,400 9.7			6,410 8.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 3.1			27 3.9			37 8.0			40 8.7			39 9.7			34 8.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,750 3.6			3,890 5.1			3,740 4.9			4,810 6.3			5,490 7.2			5,800 7.6
	NBC TV					BAY CITY ROLLERS (SUS)			GODZILLA/ GLOBETROTTERS 1			GODZILLA/ GLOBETROTTERS 2 (OP)			FRED & BARNEY/SHMOO 1 (OP)			FRED & BARNEY/SHMOO 2 (OP)			FRED & BARNEY/SHMOO 3 (OP)
	AVERAGE AUDIENCE (Households (000) & %)					2,140 2.8			3,130 4.1			3,360 4.4			4,120 5.4			4,430 5.8			4,650 6.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 2.4			22 4.1			20 4.4			22 5.2			23 5.5			26 6.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,130 4.1			4,650 6.1			3,890 5.1			4,270 5.6			4,960 6.5			6,710 8.8
	ABC TV					GREATEST SUPERFRIENDS-1			GREATEST SUPERFRIENDS-2 (OP)			PLASTICMAN COMEDY-SHOW-1			PLASTICMAN COMEDY-SHOW-2			PLASTICMAN COMEDY-SHOW-3 (OP)			SCOOBY AND SCRAPPY DOO-1
	AVERAGE AUDIENCE (Households (000) & %)					2,290 3.0			3,740 4.9			3,130 4.1			3,280 4.3			3,660 4.8			5,720 7.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 2.4			30 4.7			21 4.0			20 4.1			20 4.6			28 7.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,360 4.4			4,350 5.7			7,250 9.5			8,390 11.0			8,930 11.7			7,320 9.6
	CBS TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)			MIGHTY MOUSE- HECKL-JECKL2 (OP)			BUGS BUNNY/ROAD RUNNER 1 (OP)			BUGS BUNNY/ROAD RUNNER 2 (OP)			BUGS BUNNY/ROAD RUNNER 3 (OP)			ALL NEW POPEYE HOUR 1 (OP)
	AVERAGE AUDIENCE (Households (000) & %)					2,590 3.4			3,590 4.7			6,030 7.9			7,100 9.3			7,940 10.4			6,790 8.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 3.0			29 4.3			40 7.2			43 8.6			43 9.0			33 9.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,060 2.7			3,130 4.1			4,350 5.7			4,880 6.4			5,340 7.0			5,720 7.5
	NBC TV					BAY CITY ROLLERS (SUS)			GODZILLA/ GLOBETROTTERS 1			GODZILLA/ GLOBETROTTERS 2 (OP)			FRED & BARNEY/SHMOO 1 (OP)			FRED & BARNEY/SHMOO 2 (OP)			FRED & BARNEY/SHMOO 3 (OP)
	AVERAGE AUDIENCE (Households (000) & %)					1,450 1.9			2,440 3.2			3,510 4.6			4,120 5.4			4,500 5.9			4,960 6.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 1.6			20 2.2			23 2.6			25 3.7			24 5.5			24 6.3
TV HOUSEHOLDS USING TV		WK. 1	5.2	6.1	7.8	10.5	12.9	16.1	18.1	20.6	22.4	23.3	24.1	24.8	25.0	25.1	25.1	25.1	24.7	24.7	
(See Def. 1)		WK. 2	4.4	4.9	6.4	8.4	10.5	13.7	16.0	18.4	19.8	21.1	22.3	22.6	24.4	25.6	26.5	26.5	27.5	27.5	
U.S. TV Households: 76,300,000																					

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. DEC. 22, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. DEC. 15, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	ABC TV TOTAL AUDIENCE (Households (000) & %) { 4,880 6.4 4,350 5.7 4,960 6.5 5,110 6.7 SPIDERWOMAN (OP) SCOOBY AND SCRAPPY DOO (SUS)(OP) ABC WEEKEND SPECIALS THE REVENGE OF RED CHIEF AMERICAN BANDSTAND '79 AVERAGE AUDIENCE (Households (000) & %) { 4,040 5.3 3,590 4.7 4,040 5.3 2,670 3.5 3.3* 3.7* SHARE OF AUDIENCE % 23 23 22 13 13* 13* AVG. AUD. BY 1/4 HR. % 5.4 5.3 4.7 4.7 4.9 5.7 3.5 3.1 3.5 3.8															
E	CBS TV TOTAL AUDIENCE (Households (000) & %) { 7,170 9.4 5,420 7.1 5,190 6.8 5,420 7.1 6,410 8.4 4,960 6.5 ALL NEW POPEYE HOUR 2 (OP) NEW FAT ALBERT SHOW (SUS)(OP) JASON OF STAR COMMAND (OP) TARZAN AND SUPER SEVEN 1 (OP) TARZAN AND SUPER SEVEN 2 (OP) 30 MINUTES AVERAGE AUDIENCE (Households (000) & %) { 5,880 7.7 4,650 6.1 3,970 5.2 4,500 5.9 5,110 6.7 3,740 4.9 SHARE OF AUDIENCE % 33 26 22 22 23 16 AVG. AUD. BY 1/4 HR. % 8.1 7.3 6.2 5.9 5.5 4.9 5.7 6.2 6.9 6.5 4.8 5.0															
K	NBC TV TOTAL AUDIENCE (Households (000) & %) { 5,040 6.6 4,120 5.4 4,650 6.1 17,010 22.3 CASPER AND THE ANGELS (OP) FLASH GORDON (OP) NFL '79 NBC-SAT NFL FOOTBALL GAME-NBC-SAT NEW YORK JETS VS MIAMI (12:30-3:21PM) AVERAGE AUDIENCE (Households (000) & %) { 4,200 5.5 2,980 3.9 3,590 4.7 7,860 10.3 7.1* 9.0* 10.5* 10.6* 12.1* SHARE OF AUDIENCE % 24 17 20 37 28* 33* 37* 38* 42* TOTAL AUDIENCE (Households (000) & %) { 6,940 9.1 5,260 6.9 5,260 6.9 5,950 7.8 8.6 9.4 10.7 10.3 10.4 10.8 11.9 12.4 SCOOBY AND SCRAPPY DOO-2 (OP) SPIDERWOMAN (OP) ABC WEEKEND SPECIALS AMERICAN BANDSTAND '79 AVERAGE AUDIENCE (Households (000) & %) { 5,720 7.5 4,650 6.1 4,270 5.6 3,360 4.4 4.1* 4.6* 5,190 6.8 4.7* SHARE OF AUDIENCE % 28 23 21 17 16* 17* 17* 22 16* AVG. AUD. BY 1/4 HR. % 7.7 7.3 6.1 6.0 5.5 5.8 4.3 4.0 4.5 4.6 3.9 5.5															
W	ABC TV TOTAL AUDIENCE (Households (000) & %) { 7,550 9.9 6,260 8.2 4,880 6.4 5,800 7.6 6,330 8.3 17,630 23.1 ALL NEW POPEYE HOUR 2 (OP) NEW FAT ALBERT SHOW (OP) JASON OF STAR COMMAND (OP) TARZAN AND SUPER SEVEN 1 (OP) TARZAN AND SUPER SEVEN 2 (OP) SUN BOWL GAME WASHINGTON VS TEXAS AVERAGE AUDIENCE (Households (000) & %) { 6,410 8.4 5,490 7.2 4,270 5.6 4,880 6.4 5,260 6.9 7,780 10.2 9.7* 11.0* 10.3* SHARE OF AUDIENCE % 31 27 20 24 26 35 35* 39* 35* AVG. AUD. BY 1/4 HR. % 8.6 8.3 7.1 7.2 5.6 5.6 6.3 6.5 6.9 7.0 9.5 9.9 10.9 11.1 10.7 9.9															
E	CBS TV TOTAL AUDIENCE (Households (000) & %) { 4,810 6.3 4,580 6.0 3,200 4.2 3,360 4.4 9,000 11.8 CASPER AND THE ANGELS (OP) FLASH GORDON (OP) HOT HERO SANDWICH PART I HOT HERO SANDWICH PART II NCAA BASKETBALL-NAT'L NORTH CAROLINA VS INDIANA AVERAGE AUDIENCE (Households (000) & %) { 4,270 5.6 3,740 4.9 2,590 3.4 2,750 3.6 4,350 5.7 4.9* 5.8* SHARE OF AUDIENCE % 21 19 12 13 19 17* 20* AVG. AUD. BY 1/4 HR. % 5.8 5.5 4.9 4.9 3.3 3.5 3.8 3.4 4.8 5.0 6.0 5.7															
K	NBC TV TOTAL AUDIENCE (Households (000) & %) { 4,810 6.3 4,580 6.0 3,200 4.2 3,360 4.4 9,000 11.8 CASPER AND THE ANGELS (OP) FLASH GORDON (OP) HOT HERO SANDWICH PART I HOT HERO SANDWICH PART II NCAA BASKETBALL-NAT'L NORTH CAROLINA VS INDIANA AVERAGE AUDIENCE (Households (000) & %) { 4,270 5.6 3,740 4.9 2,590 3.4 2,750 3.6 4,350 5.7 4.9* 5.8* SHARE OF AUDIENCE % 21 19 12 13 19 17* 20* AVG. AUD. BY 1/4 HR. % 5.8 5.5 4.9 4.9 3.3 3.5 3.8 3.4 4.8 5.0 6.0 5.7															
2	TV HOUSEHOLDS USING TV WK. 1 (See Def. 1) WK. 2 U.S. TV Households 76,300,000															
	23.8	23.5	22.8	23.3	23.6	23.8	24.8	26.7	27.4	28.3	27.7	28.6	27.9	28.2	28.5	28.7
	27.5	27.0	26.4	26.6	27.1	27.8	27.5	26.0	26.6	27.3	27.9	27.9	28.0	29.1	28.4	29.2

For explanation of symbols, See page A

DAY SAT. DEC. 22, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. DEC. 15, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)																	14,880 19.5	ABC WIDE WORLD-SPORTS SAT (SUS)(OP)	
ABC TV		CHAMPIONSHIP COLLEGE FTBL EASTERN KENTUCKY VS LEHIGH (1:30-4:20PM)(SUS)																	
AVERAGE AUDIENCE (Households (000) & %)																	8,240		
SHARE OF AUDIENCE %																	10.8		
AVG. AUD. BY ¼ HR.																	25		
																	8.1		
																	9.6		
																	11.2		
																	11.4		
																	12.2		
																	12.2		
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR.																			

For explanation of symbols, See page A.

DAY SUN. DEC.23, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. DEC. 16, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45																						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,130 4.1		{ 2,210 2.9		{ 3,360 4.4		{ 3,970 5.2																															
	ABC TV	{ KIDS ARE PEOPLE TOO !!! (OP)		{ ANIMALS, ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ COLLEGE BOWL GAMES		{ DIRECTIONS (SUS)																													
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,590 3.4		{ 1,830 2.4		{ 2,590 3.4		{ 2,900 3.8																															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 14 3.7		{ 9 2.3		{ 13 3.3		{ 12 4.0		{ 3.6																													
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,980 3.9		{ 7,940 10.4		{ 28,080 36.8																																	
	CBS TV	{ FACE THE NATION		{ CBS NFL FOOTBALL PRE GAME		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:25PM)																																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,370 3.1		{ 6,030 7.9		{ 12,740 16.7																																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 11 3.0		{ 29 7.1		{ 41 11.7		{ 39 * 13.9																															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,740 4.9		{ 5,190 6.8		{ 23,730 31.1																																	
	NBC TV	{ MEET THE PRESS		{ NFL '79-NBC		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-7:04PM)																																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,050 4.0		{ 3,660 4.8		{ 13,200 17.3																																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 16 4.2		{ 18 4.2		{ 42 12.5		{ 40 * 15.1																															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,280 4.3		{ 2,590 3.4		{ 2,750 3.6																																	
	ABC TV	{ KIDS ARE PEOPLE TOO !!! (OP)		{ ANIMALS, ANIMALS, ANIMALS (OP)		{ CHAMPIONSHIPS OF THE USGA		{ DIRECTIONS (SUS)																															
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,440 3.2		{ 1,980 2.6		{ 1,980 2.6																																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 16 3.3		{ 11 2.5		{ 10 2.7		{ 2.6																															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,130 4.1		{ 6,870 9.0		{ 28,380 37.2																																	
	CBS TV	{ FACE THE NATION		{ CBS NFL PLAYOFF PRE-SUN		{ CBS NFL PLAYOFF GAME-SUN CHICAGO VS PHILADELPHIA (12:30-1:40PM)																																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,290 3.0		{ 5,190 6.8		{ 16,940 22.2																																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 13 3.0		{ 28 5.7		{ 62 7.8		{ 51 * 13.5																															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,980 3.9		{ 2,980 3.9																																			
	NBC TV	{ MEET THE PRESS																																					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,290 3.0																																					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 12 3.0		{ 3.0																																			
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	23.9	24.3	25.1	26.4	26.5	27.3	28.2	29.5	33.1	36.1	38.7	40.6	42.2	43.4	43.9	44.8																						
	WK. 2	20.2	21.0	22.7	23.5	25.5	27.1	30.7	33.1	34.5	36.1	37.5	38.1	37.7	38.4	38.8	38.7																						
U.S. TV Households: 76,300,000																																							

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. DEC. 23, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. DEC. 16, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)																	8,470 11.1	
ABC TV																	ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)																	7,020	
SHARE OF AUDIENCE %																	9.2	
AVG. AUD. BY ¼ HR. %																	16	
																	9.0 9.5	
TOTAL AUDIENCE (Households (000) & %)																	28,540 37.4	
CBS TV																		
CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:25PM)(-OP)																	CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:00-7:25PM)	
AVERAGE AUDIENCE (Households (000) & %)																	15,180	
SHARE OF AUDIENCE %																	17.8* 20.1* 19.9 14.5* 16.4* 17.4* 20.6* 20.8* 21.9*	
AVG. AUD. BY ¼ HR. %																	41* 46* 37 31* 34* 35* 40* 37* 37*	
																	17.6 17.9 19.1 21.1 13.6 14.8 16.3 16.5 16.8 18.1 20.6 20.6 20.9 21.9 21.8	
TOTAL AUDIENCE (Households (000) & %)																	10,530 13.8	
NBC TV																	MBC NIGHTLY NEWS-SUN.	
NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS & TIMES (1:00-7:04PM)																	NFL FOOTBALL POST-NBC (3:39-3:53PM)	
AVERAGE AUDIENCE (Households (000) & %)																	10,000	
SHARE OF AUDIENCE %																	19.1* 13.1	
AVG. AUD. BY ¼ HR. %																	42* 28	
																	19.1 19.3 13.9 12.4	
TOTAL AUDIENCE (Households (000) & %)																	6,790 8.9	
ABC TV																	ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)																	5,650	
SHARE OF AUDIENCE %																	7.4	
AVG. AUD. BY ¼ HR. %																	15	
																	7.5 7.4	
TOTAL AUDIENCE (Households (000) & %)																	7,020 9.2	
CBS TV																	CBS EVENING NEWS DEAN	
CBS NFL PLAYOFF GAME-SUN CHICAGO VS PHILADELPHIA (12:30-3:00PM)(5/OP)																		
AVERAGE AUDIENCE (Households (000) & %)																	5,490	
SHARE OF AUDIENCE %																	7.2	
AVG. AUD. BY ¼ HR. %																	14	
																	25.7 25.6 24.7	
TOTAL AUDIENCE (Households (000) & %)																	12,130 15.9	
NBC TV																	NFL '79-NBC	
AVERAGE AUDIENCE (Households (000) & %)																	6,940	
SHARE OF AUDIENCE %																	9.1	
AVG. AUD. BY ¼ HR. %																	24	
																	5.1 13.2	
TOTAL AUDIENCE (Households (000) & %)																	29,600 38.8	
NBC TV																	NFL PLAYOFF GAME-NBC DENVER VS HOUSTON	
AVERAGE AUDIENCE (Households (000) & %)																	18,080	
SHARE OF AUDIENCE %																	23.7 19.3* 21.7* 23.7* 24.2* 26.1* 27.1*	
AVG. AUD. BY ¼ HR. %																	54 51* 54* 56* 55* 54* 54*	
																	24.1 23.5 24.9 26.2 26.0 26.6 27.6	
TV HOUSEHOLDS USING TV (See Def. 1)																	WK. 1 44.8	
																	WK. 2 39.5	
																	45.7	
																	39.5	
																	46.0	
																	38.9	
																	46.3	
																	37.5	
																	47.0	
																	48.4	
																	38.5	
																	49.2	
																	39.7	
																	49.3	
																	40.3	
																	50.8	
																	41.8	
																	51.6	
																	43.4	
																	52.7	
																	43.3	
																	54.5	
																	46.1	
																	56.7	
																	48.3	
																	58.0	
																	49.7	
																	60.2	
																	50.8	
																	60.6	
																	52.1	

U.S. TV Households: 76,300,000

For explanation of symbols, See page A

DAY SUN. DEC. 23, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL		9.00-11.58PM	~GRID	30,600	40.1	19,150	25.1	40			31,280	41.0	18,240	23.9	39		
		11.00							25.2							22.6	
		11.15					24.8*	42*	24.5					22.0*	39*	21.4	
		11.30							24.9							22.3	
		11.45					24.5*	49*	24.0					21.1*	46*	19.8	
NBC NBC FILL(SUS)	1	9.00- 9.01PM	9.00														
NBC NBC MONDAY NIGHT MOVIES	1	9.00- 9.47PM	~GRID	19,910	26.1	11,900	15.6	25									
	1	10.16-11.30PM															
		11.00							16.0								
		11.15					15.4*	28*	14.9								
NBC NBC NEWS SPEC RPT:HOSTAGE(SUS)	1	9.47-10.16PM	9.45														
EVENING FRIDAY																	
ABC FRIDAY NIGHT MOVIE FILL(SUS)	2	10.47-11.00PM	10.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	16,480	21.6	16,480	21.6	36	21.6		11,670	15.3	11,670	15.3	27	15.3	
ABC SPECIAL REPORT-4(SUS)	1	10.41-10.43PM	10.30														
ABC ABC WEEKEND REPORT-SAT.	1	11.00-11.30PM	11.00	8,930	11.7	7,400	9.7	19	10.4								
	2	11.00-11.15PM	11.00								6,790	8.9	6,560	8.6	17	8.6	
			11.15						9.0								
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	10,300	13.5	10,300	13.5	23	13.5								
	2	8.54- 8.55PM	8.45								13,730	18.0	13,730	18.0	33	18.0	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	14,340	18.8	14,340	18.8	32	18.8		8,010	10.5	8,010	10.5	19	10.5	
NBC SATURDAY NIGHT	1	11.30-12.51AM	11.30	18,240	23.9	11,980	15.7	43	16.0								
	2	11.30-12.49AM	11.30								17,170	22.5	11,750	15.4	45	16.1	
		11.45					16.1*	39*	16.1					16.1*	42*	16.1	
		12.00							15.9							15.6	
		12.15					15.8*	45*	15.7					15.2*	47*	14.9	
		12.30							15.1							14.4	
		12.45					14.9*	48*	14.6							13.9	
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		8.28- 8.29PM	8.15	16,630	21.8	16,630	21.8	33	21.8		14,120	18.5	14,120	18.5	33	18.5	
CBS CBS NFL FOOTBALL GAME 2	1	4.10- 7.25PM	~GRID	28,540	37.4	15,180	19.9	37									
		7.15					26.8*	44*	27.1								
CBS 60 MINUTES	1	7.25- 8.25PM	~GRID	30,900	40.5	24,110	31.6	50									
		8.15					31.9*	49*	30.6								
CBS ARCHIE BUNKER'S PLACE	1	8.25- 8.55PM	~GRID	22,360	29.3	20,140	26.4	40									
		8.45							27.3								
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								16,020	21.0	16,020	21.0	36	21.0	
CBS ONE DAY AT A TIME	1	8.55- 9.25PM	~GRID	23,730	31.1	21,520	28.2	42									
		9.15							28.5								
CBS CIRCUS OF THE STARS(S)	1	9.25-11.25PM	~GRID	31,740	41.6	20,750	27.2	44									
		11.15					26.6*	50*	25.1								
CBS NEWSBREAK-SUN.	1	9.23- 9.24PM	9.15	19,610	25.7	19,610	25.7	38	25.7								

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																			
NBC NBC NEWS UPDATE-SUN.	1	9.06- 9.07PM	9.00	10,990	14.4	10,990	14.4	21	14.4										
	2	9.11- 9.12PM	9.00							10,450	13.7	10,450	13.7	23	13.7				
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.40AM	-GRID	3,590	4.7	1,370	1.8	8											
	2	11.30-12.49AM	-GRID							5,190	6.8	3,430	4.5	14					
			12.45				1.5*	8*	1.4									4.6	
			1.00						1.4										
			1.15				1.4*	10*	1.4										
			1.30						1.3										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	2	>	8.15							14,120	18.5	14,120	18.5	30	13.7	M-F			
	1	>	8.45	14,040	18.4	14,040	18.4	28	15.7						17.9	MON.			
			9.45						19.1						20.3	TU-TH			
ABC ABC SPEC REPORT:IRAN-FRI(S)	1	11.30-11.49PM	11.30	9,920	13.0	9,000	11.8	30	11.9	7,550	9.9	6,940	9.1	22	9.3	FRI.			
	2	11.30-11.47PM	11.30												8.2	FRI.			
			11.45						11.2										
ABC ABC SPEC REPORT:IRAN-THU(S)	1	11.30-11.48PM	11.30	8,620	11.3	7,940	10.4	30	10.5	8,090	10.6	6,710	8.8	24	9.2	THU.			
	2	11.30-12.02AM	11.30												8.5	THU.			
			11.45						9.8						7.6	THU.			
			12.00																
ABC ABC SPEC REPORT:IRAN-TUE(S)	1	11.30-11.47PM	11.30	10,610	13.9	9,840	12.9	36	13.1										
	2	11.30-11.50PM	11.30							9,230	12.1	8,550	11.2	31	11.6	TUE.			
			11.45						11.9						10.2	TUE.			
ABC ABC SPEC REPORT:IRAN-WED(S)	1	11.30-11.45PM	11.30	9,540	12.5	9,000	11.8	33	11.8	9,000	11.8	8,320	10.9	31	10.9	WED.			
	2	11.30-11.49PM	11.30												10.6	WED.			
			11.45																
ABC BARNEY MILLER-11.30	1	11.47-12.21AM	11.45	6,710	8.8	5,490	7.2	27	7.9	6,410	8.4	5,110	6.7	23	7.3	TUE.			
	2	11.50-12.24AM	11.45												6.7	TUE.			
			12.00						7.0						6.1	TUE.			
			12.15						6.3										
ABC CHARLIE'S ANGELS-11.30	1	11.49-12.55AM	11.45	8,930	11.7	6,100	8.0	26	8.6	8,010	10.5	5,340	7.0	21	6.4	FRI.			
	2	11.47-12.52AM	11.45												7.0	FRI.			
			12.00						8.5						6.4	FRI.			
			12.15				8.3*	26*	8.1						7.1	FRI.			
			12.30						7.6						7.2	FRI.			
			12.45				7.4*	29*	7.1						7.1	FRI.			
ABC LOVE BOAT-11.30	1	11.45-12.52AM	11.45	7,480	9.8	5,260	6.9	27	7.4	7,320	9.6	5,190	6.8	25	7.3	WED.			
	2	11.49-12.56AM	11.45												7.2	WED.			
			12.00						7.4						6.9	WED.			
			12.15				7.1*	27*	6.8						6.6	WED.			
			12.30						6.7						5.9	WED.			
			12.45				6.4*	30*	5.7										
ABC NFL FOOTBALL FILL(SUS)	2	11.58-12.05AM	11.45																
ABC NFL MON NIGHT FTBL SPEC(SUS)	1	11.58-12.11AM	11.45																
ABC POLICE WOMAN	1	11.48-12.55AM	11.45	5,570	7.3	4,270	5.6	22	6.2	5,490	7.2	3,590	4.7	19	5.0	THU.			
	2	12.02- 1.09AM	12.00						5.6						4.8	THU.			
			12.15				5.5*	21*	5.5						4.9	THU.			
			12.30						5.4										
CONT'D																			

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%				
EVENING MONDAY-FRIDAY-CONT'D			12.45																
ABC POLICE WOMAN-CONT'D			1.00			5.3*	25*		5.0	THU.				4.7*	20*	4.6	THU.		
ABC TUESDAY MOVIE OF THE WEEK	1	12.21- 2.16AM	12.15	4,580	6.0	2,440	3.2	21	4.1	TUE.	5,110	6.7	2,520	3.3	22	4.8	TUE.		
	2	12.24- 2.25AM	12.15													4.2	TUE.		
			12.30						3.5	TUE.						4.2	TUE.		
			12.45			3.3*	17*		3.1	TUE.				4.2*	21*	4.2	TUE.		
			1.00						3.1	TUE.						3.6	TUE.		
			1.15			3.1*	21*		3.1	TUE.				3.4*	22*	3.2	TUE.		
			1.30						3.2	TUE.						3.0	TUE.		
			1.45			3.1*	26*		3.0	TUE.				2.9*	24*	2.8	TUE.		
			2.00						2.7	TUE.						2.5	TUE.		
			2.15						2.7	TUE.				2.4*	24*	2.2	TUE.		
ABC ABC SPEC REPORT:IRAN-MON(S)	1	12.42-12.57AM	12.30	5,650	7.4	5,420	7.1	29	7.8	MON.									
	2	12.35-12.54AM	12.30								5,260	6.9	4,960	6.5	29	6.6	MON.		
			12.45						7.0	MON.						6.4	MON.		
ABC BARETTA-THU.	1	12.55- 1.39AM	12.45	3,280	4.3	2,520	3.3	23	3.8	THU.									
			1.00						3.3	THU.									
			1.15			3.2*	22*		3.1	THU.									
			1.30						3.1	THU.									
ABC BARETTA-WED.	1	12.52- 1.36AM	12.45	4,120	5.4	3,430	4.5	29	4.9	WED.									
	2	12.56- 1.42AM	12.45								3,820	5.0	3,050	4.0	25	4.7	WED.		
			1.00						4.8	WED.						4.3	WED.		
			1.15			4.5*	29*		4.2	WED.				4.1*	25*	3.9	WED.		
			1.30						3.9	WED.						3.6	WED.		
ABC BARETTA-THU.	2	1.09- 2.00AM	1.00								3,050	4.0	2,370	3.1	21	3.4	THU.		
			1.15											3.3*	20*	3.3	THU.		
			1.30													3.1	THU.		
			1.45											3.0*	22*	3.0	THU.		
CBS NEWSBREAK-M-F	2	>	8.15								12,130	15.9	12,130	15.9	26	11.8	M-F		
CBS ALL AMER. COLLEGE COMEDY(S)	1	8.58- 8.59PM	8.45	11,140	14.6	11,140	14.6	22	14.6	M-F						16.9	MTUTHF		
	1	11.30-12.44AM	11.30	7,940	10.4	4,500	5.9	17	8.0	FRI.									
			11.45						6.5	FRI.									
			12.00						6.0	FRI.									
			12.15						5.0	FRI.									
			12.30						4.0	FRI.									
CBS CBS NEWS SPECIAL RPT-FRI(S)	2	11.30-12.00MD	11.30								7,400	9.7	6,560	8.6	22	8.6	FRI.		
			11.45													8.6	FRI.		
CBS LATE MOVIE I		>	-GRID	7,400	9.7	5,260	6.9	24		M-TH	8,620	11.3	5,880	7.7	25		M-F		
			11.45						7.2	MTUTH						8.3	M-TH		
			12.00						7.0	M-TH				8.7*	24*	7.9	M-F		
			12.15						7.0	M-TH						7.5	M-F		
			12.30						7.0	M-TH				7.8*	27*	7.0	M-F		
			12.45						6.5	M-TH						5.0	M-F		
			1.00			5.5*	26*		5.5	M-TH				5.1*	18*	5.0	M-F		
CBS YOUR TURN:LTRS-CBS NEWS(S)	1	11.30-12.00MD	11.30	6,490	8.5	5,260	6.9	21	4.6	WED.						5.0	FRI.		
			11.45						7.1	WED.									
CBS LATE MOVIE II CONT'D		>	-GRID	4,120	5.4	3,430	4.5	26	6.7	WED.	5,340	7.0	4,270	5.6	31		M-F		
										M-F									

A-41

U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS LATE MOVIE II-CONT'D			12.45						5.0	MTU THF				5.7* 26*	6.2	M-TH	
			1.00						4.6	M-F					5.7	M-F	
			1.15				4.4* 28*		4.1	M-F				5.7* 35*	5.2	M-F	
			1.30						3.0	WED.					4.0	FRI.	
			1.45						3.0	WED.				4.0* 23*	3.9	FRI.	
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	12,740	16.7	12,740	16.7	26	16.7	M-F	13,050	17.1	13,050	17.1	27	17.7	M-F
			9.00												14.7	THU.	
NBC NBC-RPT HOSTAGE-REACTION(S)	1	12.00- 1.00AM	12.00	9,310	12.2	6,640	8.7	31	9.6	MON.							
			12.15				9.6*	29*	9.6	MON.							
			12.30						8.5	MON.							
			12.45				7.8*	33*	7.1	MON.							
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	6,490	8.5	3,280	4.3	27	5.7	FRI.	6,030	7.9	3,280	4.3	25	5.5	FRI.
			1.15				5.3*	28*	5.0	FRI.				5.1*	24*	4.8	FRI.
			1.30						4.6	FRI.						4.9	FRI.
			1.45				4.3*	27*	4.0	FRI.				4.5*	26*	4.2	FRI.
			2.00						3.3	FRI.						3.4	FRI.
			2.15				3.3*	28*	3.3	FRI.				3.3*	25*	3.1	FRI.
NBC TOMORROW SHOW		>	2.45	3,430	4.5	2,520	3.3	23	3.1	M-TH	3,360	4.4	2,670	3.5	23		M-TH
			1.45							M-TH				2.3*	18*	2.7	M-TH
DAY MONDAY-FRIDAY																	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,180	8.1	5,880	7.7	29	7.7	M-F	6,260	8.2	6,030	7.9	29	7.9	M-F
ABC SPECIAL REPORT(SUS)	2	4.00- 4.08PM	4.00														FRI.
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	9,160	12.0	6,330	8.3	22	7.4	WED.							
			4.45				7.6*	21*	7.8	WED.							
			5.00						8.8	WED.							
			5.15				9.1*	23*	9.3	WED.							
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	2,820	3.7	2,440	3.2	18	3.2	M-F	3,050	4.0	2,670	3.5	18	3.5	M-F
CBS CBS SPECIAL REPORT(SUS)	2	4.00- 4.09PM	4.00														FRI.
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F
NBC NBC SPECIAL REPORT-CARTER(SUS)	2	4.00- 4.10PM	4.00														M-F
NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	7,020	9.2	4,430	5.8	17	5.3	TUE.							FRI.
			4.15				5.1*	16*	4.9	TUE.							
			4.30						6.0	TUE.							
			4.45				6.5*	18*	6.9	TUE.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	4,810	6.3	4,430	5.8	28	5.8		3,890	5.1	3,590	4.7	27	4.7	
ABC SCHOOLHOUSE ROCK-10.26AM	2	10.26-10.29AM	10.15								4,350	5.7	3,890	5.1	21	5.1	
ABC SCHOOLHOUSE ROCK-10.56AM	1	10.56-10.59AM	10.45	4,810	6.3	4,580	6.0	25	6.0								

43

U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,120	5.4	3,820	5.0	22	5.0								
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	3,590	4.7	3,280	4.3	20	4.3			5,260	6.9	4,880	6.4	24	6.4
ABC SPECIAL REPORT-1(SUS)	1	11.49-11.53AM	11.45									5,040	6.6	4,430	5.8	22	5.8
ABC SPECIAL REPORT-2(SUS)	1	2.50- 2.56PM	2.45														
ABC FOOTBALL FILL(SUS)	1	4.24- 4.30PM	4.15														
ABC SPECIAL REPORT-3(SUS)	1	5.38- 5.41PM	5.30														
CBS SUNRISE SEMESTER-SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,900	3.8	2,820	3.7	23	3.7			2,820	3.7	2,750	3.6	29	3.6
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,420	7.1	5,040	6.6	32	6.6			4,810	6.3	4,270	5.6	32	5.6
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	7,100	9.3	6,870	9.0	39	9.0			6,790	8.9	6,640	8.7	43	8.7
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	8,240	10.8	8,010	10.5	42	10.4			7,940	10.4	7,550	9.9	43	9.9
			10.00						10.5								10.0
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,940	9.1	6,410	8.4	34	8.4			6,790	8.9	6,410	8.4	31	8.4
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,420	7.1	5,190	6.8	29	6.8			6,790	8.9	6,330	8.3	31	8.3
CBS CBS NEWS SPEC. RPT-11.46(SUS)	1	11.46-11.47AM	11.45														
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,810	6.3	4,350	5.7	24	5.7			6,180	8.1	5,570	7.3	28	7.3
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,970	5.2	3,660	4.8	20	4.8			4,500	5.9	4,270	5.6	20	5.6
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,810	6.3	4,650	6.1	22	6.1			5,190	6.8	5,040	6.6	26	6.6
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,500	5.9	4,350	5.7	19	5.7			5,720	7.5	5,260	6.9	26	6.9
CBS CBS NEWS SPEC. RPT-5.20(SUS)	1	5.20- 5.23PM	5.15														
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,130	4.1	2,980	3.9	20	3.9			2,750	3.6	2,670	3.5	20	3.5
NBC TIME OUT-9:45AM		9.45- 9.47AM	9.45	4,430	5.8	4,270	5.6	23	5.6			4,350	5.7	4,200	5.5	25	5.5
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,270	5.6	4,040	5.3	21	5.3			4,580	6.0	4,350	5.7	23	5.7
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,730	6.2	4,580	6.0	25	6.0			4,810	6.3	4,650	6.1	22	6.1
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,970	5.2	3,970	5.2	23	5.2			3,820	5.0	3,820	5.0	19	5.0
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	3,050	4.0	2,820	3.7	16	3.7			3,590	4.7	3,430	4.5	17	4.5
NBC NFL FOOTBALL POST-NBC-SAT(S)	1	3.21- 3.30PM	3.15	9,770	12.8	7,860	10.3	34	10.3								
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,440	3.2	2,370	3.1	13	3.1			2,750	3.6	2,520	3.3	16	3.3
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	1,980	2.6	1,910	2.5	10	2.5			2,670	3.5	2,370	3.1	13	3.1
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	920	1.2	920	1.2	14	1.2			690	.9	610	.8	11	.8
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	990	1.3	990	1.3	10	1.3			760	1.0	690	.9	8	.9
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.10PM	4.00	28,080	36.8	12,740	16.7	41	23.2								
			4.00														
CBS CBS NFL PLAYOFF POST-SUN(S)	2	3.40- 3.48PM	3.30									17,240	22.6	12,970	17.0	45	18.4
			3.45														14.7

45

U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE 1